



— *Franchises* —

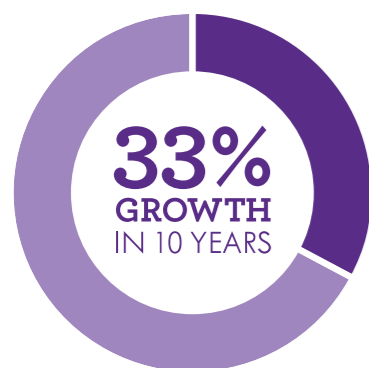
INFORMATION PACK

Get a healthier place.

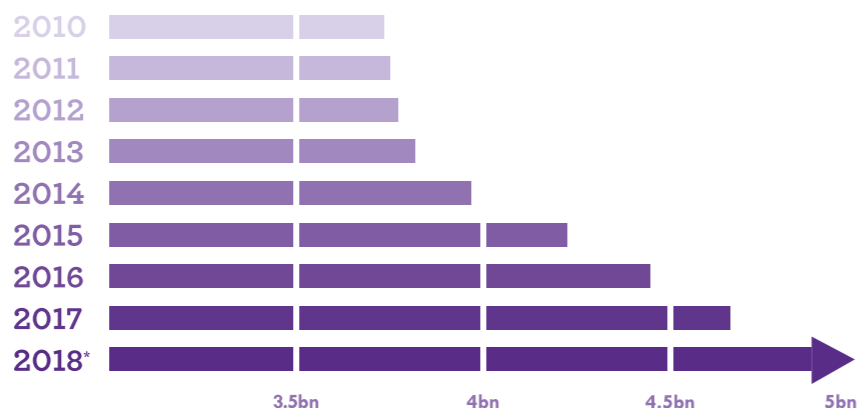
THE RIGHT PLACE,
THE RIGHT TIME,
THE RIGHT BRAND

THE RIGHT SECTOR

Health & Fitness is THE sector to invest in



Substantial Market Value (Growth from 2010 - 2018+)



Number of Members (Growth from 2010 - 2018+)



PROVEN TO BE ROBUST
IN ALL SITUATIONS
EVEN A RECESSION

* Projected growth. Leisure Database Report 2017

According to the '2017 State of the UK Fitness Industry Report', Health and Fitness is THE sector to invest in.

The industry has gone from strength to strength in recent years, with market value increasing to £4.7bn. Exceeding 9.7 million members, penetration is also at an all-time high of 14.9%, meaning that one in every seven people in the UK is now a gym member.

The industry will hit several milestones in 2018. The market is set to see the number of gyms rise to over 7,000 for the first time, while total membership levels could swell to over 10 million, resulting in market value reaching £5 billion.



THE RIGHT BRAND

Welcome to Anytime Fitness

Ranked #1 Fitness Franchise in the world (Entrepreneur Magazine) for eight consecutive years, we've enjoyed substantial growth since 2002. Earning the title of the world's Fastest-Growing Fitness Franchise for 10 consecutive years (IHRSA), we've outpaced the likes of McDonalds and Subway opening 3,000 clubs in just 13 years. Today, we have more than 4,000 clubs, in over 30 countries, with over 4 million members. In the UK, we now have more than 140 clubs open, with impressive expansion plans to open 400 clubs by 2020.

To members, Anytime Fitness represents

- **Convenience** – Safe, secure environments, open 24 hours a day, 365 days a year
- **Community** – Our clubs not only become small communities, they benefit local residents too
- **Quality** – State-of-the-art equipment in welcoming environments - giving a health club feel at an affordable price
- **Quantity** – A 'join one, join all' policy allowing members to access clubs worldwide

The Right Model

Anytime Fitness is widely recognised as an industry leader offering superb franchise opportunities.

- Recurring monthly DD revenue
- 96% global success rate
- Low staffing model
- No fitness experience required
- Robust business KPIs
- 5 & 10 year agreements available
- Fixed franchise fee
- Extensive ongoing support

YOUR INVESTMENT

You've decided that Anytime Fitness is right for you. So how much will it cost?



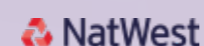
On average, it costs between £330-£550k to open your first Anytime Fitness club. This includes a minimum investment of £170k which covers the franchise fee, security fit-out and essential costs before you open your doors.

The exact amount will depend on details specific to your club, including its size, location and fit-out.

Financing

Franchisees can arrange for additional funding thanks to support from the UK's leading banks*

*Subject to individual circumstances at the time of application.



Return on Investment

There's a reason why over 60% of our Franchisees go on to own additional clubs. Franchisees can expect a healthy return on investment with recurring monthly direct debit revenue.

EXTENSIVE SUPPORT

With an Anytime Fitness franchise, help is always at hand.

Our support covers every aspect of your business, from training and locating a property, to achieving a strong pre-sale, opening your club and beyond.

★ Franchise Performance Coach

You will be appointed your very own Franchise Performance Coach who will guide you through every stage of owning a club. They have years of experience in the field ranging from GMs to Regional Managers across both public and private organisations within the fitness industry.

🏠 Holistic Support

Our Support Office has more than 30 specialists with expertise in everything from finance and operations to marketing and property. Whether you need help with demographic modelling, site selection, negotiating skills or legal advice, you'll find it here.

🖥️ Online Support

Our internal system, 'The Dashboard' offers a wealth of information, resources and training materials. It also comprises useful notices, club reports and news from the Support Office. Whether you need marketing collateral, access to our image bank or information about insurance and trademarks, check 'The Dashboard'. It's also a great way to stay connected with the latest on the brand.

📄 Industry Leading Training

A fundamental part of your onboarding is participating in our free New Franchise Training (NFT) sessions. Open to both Franchisees and club staff, this is an extremely beneficial and mandatory step which includes: Induction, Property, Pre-Sales and Recruitment, Operations Best Practice and Managing Performance, Sales and Retention, and Marketing.

📖 Operations Manual

Our 'Operations Manual' is the definitive Anytime Fitness guide to accompany your Franchise journey from a successful pre-sale, to opening and beyond. Incorporating everything from business plans, music licensing and planning submissions to data protection and PR, the 'Operations Manual' is split into helpful phases to guide you every step of the way.



OUR COMMITMENT TO YOU

Coaching Commitment

As part of our dedication to supporting your business, our Franchise Performance Coaches adhere to best practices as part of the Anytime Fitness 'Coaching Commitment'. This charter sets out what a Franchisee can expect to receive as support during their journey. From the moment you come on board as a Franchisee you will be allocated your Franchise Performance Coach who will be your key point of contact. The Coaching Commitment also clarifies what is expected from you as the Franchisee to enable your Franchise Performance Coach to support you in the correct way, giving you the right tools to maximise the growth of your business.

Robust Business KPIs

We are proud to have an initiative called 'Evolve' in place, to ensure that all clubs are performing to the highest standards. Using a Balanced Scorecard approach, Anytime Fitness supports both Franchisees and members, assessing metrics from health and safety, cleanliness, operations and sales to member feedback and marketing. Each area includes key metrics with a points system, so that you can see your current level and assess any areas for improvement.

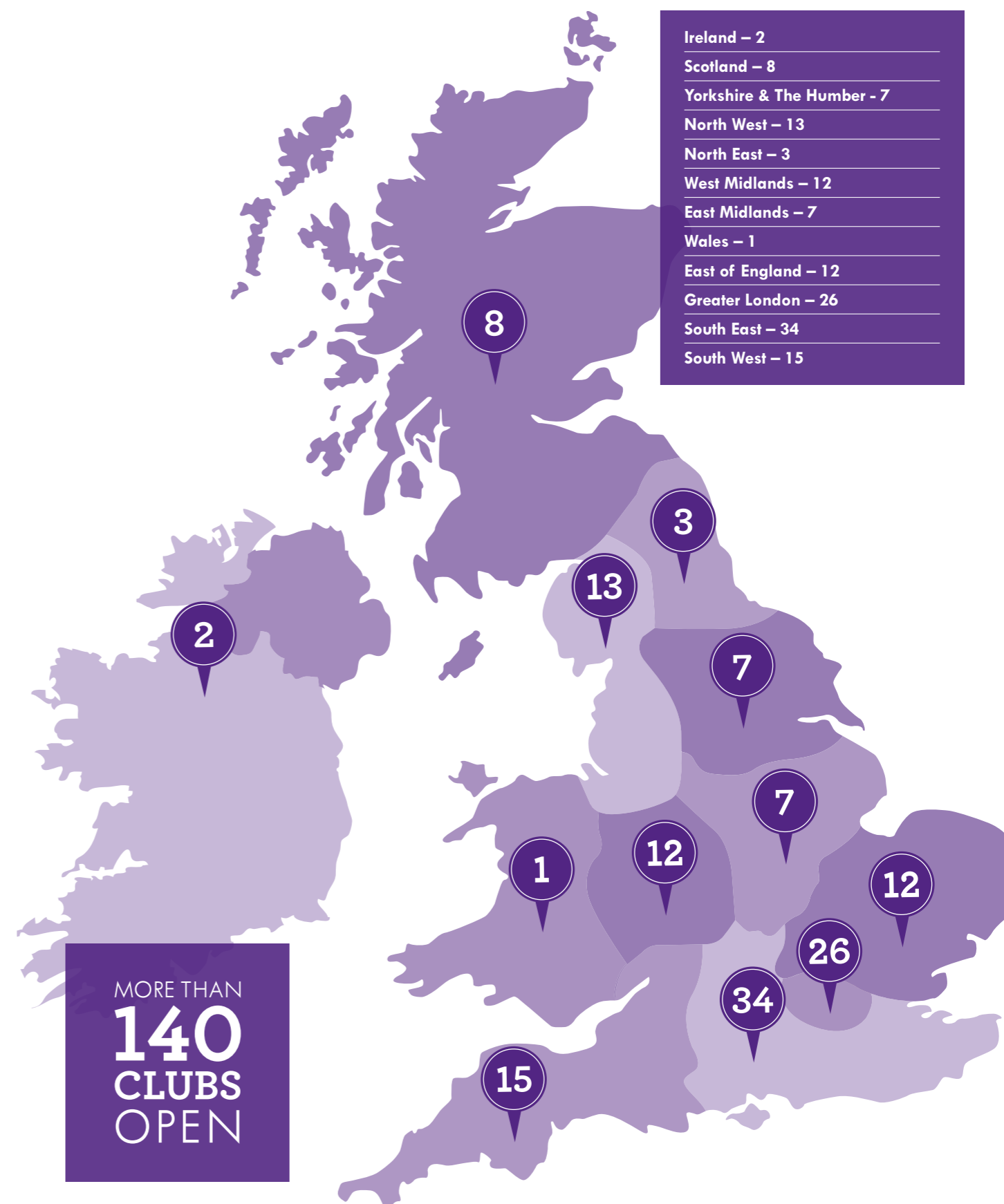


National Marketing

The Support Office team also offers a range of marketing activities and support throughout the year including:

- **Ongoing training** and toolkits covering local marketing, digital marketing, e-comms, PR, partnerships, pre-sale and lead generation
- **Detailed marketing planner and social media calendar**
- **Digital advertising** during national 'Sales' and peak periods
- **Credible content to feed into your social media strategy** through a UK blog with guest editors
- **National creative for members and prospects**, housed on an easily accessible Marketing Portal
- **Free social media management platform** incorporating Facebook, Instagram, Twitter and Google My Business listings
- **ukactive membership** providing 15% off PPL music licensing, partnership with an accredited brand, quality industry content and access to national events
- **Ongoing member feedback programme** 'Net Promoter Score'
- **Brand awareness through partnerships with key organisations** including HSBC and the Royal Society of Medicine
- **Member and prospect demographic reporting**

OUR LOCATIONS



MORE THAN
140
CLUBS
OPEN

OUR CLUBS



Anytime Fitness Telford



Anytime Fitness Hertford



Anytime Fitness Hemel Hempstead



Anytime Fitness Tooting



Anytime Fitness Harlow



Anytime Fitness Hemel Hempstead



Anytime Fitness Bicester

OUR FRANCHISEES

Mike Racz

Mike owns 50 franchises across brands including Domino's and Costa. In 2015, he opened his first Anytime Fitness gym in Gateshead and now has seven, with another three planned for 2018.

Why Anytime Fitness?

Gyms let me combine business with a personal passion. Plus, Anytime Fitness is expanding fast, so it's the obvious partner.

How does this differ to your other franchises?

After a period of time, clubs become self-sustaining. For example, Anytime Fitness customers are loyal for at least 12 months, so I only have to sign a few new members a day, not the hundreds a pizza business needs. Also, the clubs only require four or five staff, while a coffee shop needs approx. 20-30.

How do you rate the training?

It's very good for new Franchisees and covers a wide variety of topics. Having a dedicated FPC is also very helpful for day-to-day aspects.

Any advice for new Franchisees?

Really understand your business. Get funding in place, know your P&L and projections inside out, and grill your suppliers and contractors. Second, get a good solicitor, so you're on top of your lease and all your contracts. Third, do all the training!



Sophie Hoyle

Sophie, 32, opened her first Anytime Fitness gym with her brother and sister in Knutsford two years ago. Their fifth opens in Liverpool this March, with five more expected over the next two years.



Why Anytime Fitness?

Anytime Fitness are ranked very high when it comes to franchises, so they were the obvious choice.

You're expanding fast!

Yes. Our first club was a learning curve, but things get easier each time. We research local demographics and focus more on building the gym and its membership, not just customer service.

What are the highlights?

Building a successful business and helping people achieve the results they want like losing weight, having a healthier lifestyle and making new friends – I definitely like that community side.

Any great tips?

Really research your location, demographics and competition, and get a good, visible site. Also, be closely involved at the beginning – lead from the front to embed your culture and ethics into your staff.

YOUR JOURNEY

So you're interested in joining us - GREAT!



— WHAT — HAPPENS NEXT?

1

Once you've made an initial enquiry, you'll need to fully complete the **Franchise Application** form and send it back to us



2

Our recruitment team will review your application and call you to discuss **the next steps**



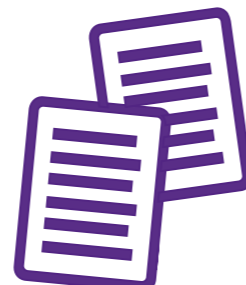
3

If both parties agree, we'll arrange a meeting and send you a **Financial Disclosure Doc (FDD)**



5

You'll be given all **additional information** to review whilst you complete your due diligence



4

You'll attend an **in-depth meeting** and **club visit**



DON'T FORGET

Our recruitment team will be on hand to answer any questions and there will be ongoing communication throughout your journey to becoming a Franchisee

TAKE THE NEXT STEP

Don't just make a living, make a difference!

Choose one of these **simple steps** to make an initial enquiry:

- Complete our **online form** on the anytimefitness.co.uk/own-a-gym page
- Call our recruitment team on **0330 3322 361**
- Email: jointhefamily@anytimefitness.co.uk

Once we've heard from you, we'll get back in touch to answer your initial questions to help you get started.



We look forward to welcoming you to the family!



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anytimefitness.co.uk/own-a-gym

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