



MEDIA RELEASE

New franchise opportunities available with Anytime Fitness

Anytime Fitness, Australia's largest health club franchise, has released additional territories with their new small club format. Until now, the popularity of the gym has meant that the franchise has limited its availability of new territories on offer and its ability in welcoming new franchise owners. Now, with the Anytime Fitness small club format, there are extra territories available for investors looking to join the Anytime Fitness network.

The new format reimagines the small club, increasing Anytime Fitness' market share and providing the franchise's 560,000+ members with even more convenient options to work out Any Time, Any Where.

For new investors, this opens up new territories, particularly in regional centres, that don't align with the larger gym format. (This is made possible with lower investment costs, increased member capacity and an enhanced member experience.) For existing Anytime Fitness franchise owners, the reimagined small club format provides the opportunity to improve market share by allowing them to open an ultra-convenient club within their existing territory.

"It's our mission to make health and fitness accessible to Any Body, Any Time. The small club format helps make this happen, allowing us to bring Anytime Fitness to new areas - like towns with smaller populations," said Nicole Noye, CEO of Anytime Fitness. "We've listened to what our members and our franchise owners want in their clubs, and that's convenience, more free weights, and more functional spaces. The small club format delivers this and more."

With a footprint of 240-320m² the small club format's flexible design maximises floorspace – in the smartest way possible. This innovative new layout creates several spaces for group workouts and personal training sessions, while maintaining a continuous flow of foot traffic. For investors, the optimised floorplan also means a reduced initial fit-out and equipment cost.

With initial investment as low as \$350,000, new territories are now available across Australia, offering a rare opportunity for investors to join the Anytime Fitness franchise.

About Anytime Fitness Australia

In 2008, Collective Wellness Group co-founders Justin McDonell and Richard Peil launched American gym brand Anytime Fitness in Australia, disrupting the market with a 24/7 concept, providing a viable business model for franchisees, and an affordable fitness option for Australian consumers. In its 14 operating years, Anytime Fitness has grown to become the largest gym chain in Australia, with more than 530 clubs and 560,000+ members.

Anytime Fitness clubs are positioned as a fitness anchor in local communities, offering a wide-range of modern equipment and services including personal training, small group training and classes, including access to over 5,000 clubs worldwide with one membership.

Anytime Fitness prides itself on its unique community and culture. The brand's vision is to become Australia's most welcoming and inclusive gym network by making fitness more accessible for all Australians, no matter their shape, size, sex, gender, ability, ethnicity, or level of fitness. Underpinning this is the desire to make a positive change within the Australian fitness industry and ignite self-confidence – for one and for all.

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