

# LEADING GLOBAL FITNESS BOUTIQUE

## EUROPEAN MASTER FRANCHISE OPPORTUNITIES

### ABOUT 9ROUND

Global interest in fitness is growing. Untapped markets exist across the world. At 9Round, we're looking to join forces with ambitious, commercially driven master franchisees who want to realise this potential by combining expertise to fuel serious business growth.

Our mission is be the most inclusive boutique fitness community that supports members in living stronger and healthier lives. We do this by providing members with trainer led, 30 minute kickboxing themed, high energy workouts, that fit their schedule and providing guidance, support and motivation.

### ABOUT LIFT BRANDS

Lift Brands is a collection of fitness-minded businesses including ownership and investments in highly scalable fitness franchises. As the exclusive 9Round master developer in Europe, Lift Brands leverages its deep experience in fitness franchising and regional support hubs for long-term sustainable growth.



### WORLD-CLASS SUPPORT

- Marketing support
- World-class systems and processes
- Global brand recognition
- Build-out requirements and systems
- Vendor relationship management
- Training and development
- Operations manuals
- Real estate training
- Protected territory



### COMPETITIVE POSITION

- Low cost of entry
- Popular programming
- Small and flexible footprint
- Highly scalable



### MASTER CANDIDATE PROFILE

- Bold, marketing-oriented company with an unmatched operation reputation.
- Access to a healthy variety of real estate locations and US \$1.5 million.
- A strong background in the franchise and fitness sector preferred.
- English-speaking management team dedicated to the 9Round brand.



### INDUSTRY LEADERSHIP



### TARGET MARKETS



■ Target market ■ Sold

## JOIN THE MOVEMENT

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MASTERFRANCHISING@LIFTBRANDS.COM  
+1 (952) 474 5422  
WWW.9ROUND.COM

# THE 9ROUND DIFFERENCE

POINT OF DIFFERENCE	9R	OTF	F45	HITIO	PILATES WORLD	CURVES	LOCAL BOUTIQUES
600+ locations in 15+ countries in the world, including UK & Ireland	YES	YES	YES	NO	NO	YES	NO
12+ years leading boutique fitness innovation	YES	YES	NO	NO	YES	YES	NO
Global and regional franchisor support	YES	NO	YES	NO	NO	NO	NO
Accessible investment entry point allowing rapid scaling	YES	NO	NO	NO	NO	NO	NO
Adaptable and compact club footprint capable of operating from unique units in key locations	YES	NO	NO	NO	NO	YES	NO
Simplified operating model with streamlined staffing costs	YES	NO	NO	NO	NO	NO	NO
Forecastable recurring revenue model v pay by class offering	YES	NO	NO	YES	YES	YES	NO
Premium boutique finish	YES	YES	YES	YES	YES	NO	NO
Minimal equipment required reducing investment costs and maintenance needs	YES	NO	NO	NO	NO	NO	NO
No class time model allowing maximum monetisation of operating hours	YES	NO	NO	NO	NO	NO	NO
Technology led offering	YES	YES	YES	NO	NO	NO	NO

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