

May 17, 2021

Dear Prospective Investor:

It is a pleasure to contact you regarding the exciting opportunity that Lift Brands' fitness brands represents for investors in Spain. Lift Brands has already successfully adapted SNAP FITNESS® and 9ROUND®, to the Spanish market. We currently operate seven SNAP FITNESS® locations and one 9ROUND® location in Spain (mostly in the Barcelona area with a presence in Madrid). Lift Brands is searching for qualified master franchisee prospects interested in acquiring and growing either or both of these successful business models.

Both SNAP FITNESS and 9ROUND have key competitive advantages which enable them to take advantage of the major opportunity to expand and grow in the Spanish fitness market. A master franchisee for one or both brands would support the existing subfranchised locations in Spain and invest in additional expansion through corporate and franchised locations. Please see attached information about these two leading fitness brands.

Now is an excellent time to consider this investment opportunity, since with expected higher levels of vaccination, the Spanish economy is projected to grow strongly in the second half of 2021 and in 2022 and consumer interest in health and fitness is at record levels. We look forward to holding virtual meetings with Spanish investors in June to discuss the details about these two leading franchise concepts.

The U.S. Commercial Service at the American Embassy in Spain is cosponsoring this program, and our representative in Spain (Tarsicio Merino) will be contacting interested investors to provide additional information and schedule the virtual meetings.

We look forward to the opportunity of meeting with you virtually next month, and to hopefully meeting you soon in person in Spain!

Best wishes,

Alison McElroy

Alison (Ali) McElroy
President, International & CLO
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