

# A FRANCHISE FIT FOR THE FUTURE

## ABOUT SNAP FITNESS

Global interest in fitness is growing. Untapped markets exist across the world.

At Snap Fitness, we're looking to partner with ambitious, commercially driven Master Franchisees who want to realise this potential by combining expertise to fuel serious business growth.

Our distinctive member proposition is focused on creating the most inclusive, welcoming experience in fitness, regardless of level. This makes it perfect for markets where gym culture is low or simply failing to entice and inspire.

Backed by Lift Brands' global support infrastructure, and regional teams, our Franchise Partners are using innovative technology and premium equipment to build future-proofed businesses that deliver to members, and provide long-term sustainable returns.

Both propositions are the key to unlocking further success in your area. You'll bring the local market knowledge, and we'll support you with the systems, processes, tools and best practice to help you fully execute the brand in the way that's best for your region.

**20+**  
COUNTRIES

**1000+**  
CLUBS

**1 MILLION**  
MEMBERS

## WORLD-CLASS SUPPORT

**End to end franchisee support and tools to grow a network of future fit businesses**

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

## DISTINCTIVE CONCEPT

**Targeting untapped segments**

- Brand on a mission
- A clear, underserved target
- Welcoming experience
- Premium gym fit outs
- Best in class equipment
- Premium gym fit outs
- Best in class equipment
- Value-adding technology & app

## MASTER CANDIDATE PROFILE

**We are looking to partner with people who meet the following:**

- Bold, marketing-oriented company with an unmatched operation reputation.
- Access to a healthy variety of real estate locations and US \$2 million
- A strong background in the franchise and fitness sector preferred.
- English-speaking management team dedicated to the Snap Fitness brand

## INDUSTRY LEADERSHIP



## JOIN THE MOVEMENT

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# THE SNAP FITNESS DIFFERENCE

POINT OF DIFFERENCE	SNAP FITNESS	ANYTIME FITNESS	GOLD'S GYM	CROSSFIT	ORANGE THEORY FITNESS	CURVES	LOCAL GYMS
1,000+ clubs in 20+ countries around the world	YES	YES	NO	NO	NO	NO	NO
Positive brand sentiment and performance in European market	YES	YES	YES	NO	YES	YES	NO
15+ years leading fitness innovation	YES	YES	YES	NO	NO	YES	NO
Global and regional office support and training	YES	NO	NO	NO	NO	NO	NO
Simplified 24/7 operating model with limited staffing costs	YES	YES	NO	NO	NO	NO	NO
Flexible and customisable club formats to fit a variety of local site and cultural requirements	YES	NO	NO	YES	NO	NO	YES
Functional, strength, cardio, personal and group training options	YES	YES	YES	YES	NO	YES	YES
Technology integrated workouts	YES	YES	NO	NO	YES	NO	NO
Premium gym fit-outs	YES	NO	NO	NO	YES	NO	NO
Vibrant membership community	YES	NO	NO	YES	YES	NO	NO

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