



Improving your **community** starts here

Franchise Opportunity



All about Anytime Fitness

Anytime Fitness is the world-renowned fitness franchise which originated the 24/7 access model. Throughout our history, we've launched thousands of locations in diverse markets around the world, proving our approach to easy access and welcoming environments is truly a universal ideal.



What makes us stand out:

Anytime Fitness has the history and model to make waves in the fast-growing fitness industry.

1

Locations

Anytime Fitness is the largest fitness franchise in the world, boasting nearly **5,000** locations in **39** countries.

3

Members

We're a hit with members worldwide, drawing in **4 million** people who appreciate convenience and community.

2

Footprint

Our clubs have a smaller square footage than many other gyms, delivering greater efficiency and lower overhead for you.

4

Model

24/7 access is the hallmark of our model, meaning your members can work out on their schedules. We also provide coaching and personal training, increasing a member's chance of success, as well as your revenue.





Now's the time for **Anytime Fitness**

Anytime Fitness is growing our national and international presence in diverse markets. There's never been a better time to jump on board and build your own foundation in this thriving field. As more people than ever embrace the convenience of the Anytime Fitness model, the future's looking bright for our members and our franchisees.

Expansive Growth

Over our 20-year history, we've grown from a single location into the largest fitness franchise in the world. There's something truly exciting about being a part of the biggest thing to happen to fitness since the dumbbell.

Culture of Caring

People, Purpose, Profits, Play® all come together to create a culture that stands out in the industry. As part of the Self Esteem Brands family, Anytime Fitness is dedicated to improving lives inside and out.

Buying Power

We have partnerships with the top names in fitness equipment, giving you access you can't get on your own. With Anytime Fitness, you get outstanding rates from industry-leading brands like Precor and Life Fitness.

Entrepreneur

**FASTEST GROWING
FRANCHISE**

17 Years in a Row

2022

Entrepreneur

**TOP GLOBAL
FRANCHISE**

15 Years in a Row

2022

Entrepreneur

RANKED

17 Years in a Row

2022

Own the industry with us

Fitness has proven itself time and again. People want to stay fit, get their sweat on, and feel good doing it—and they want it all on their schedule. That demand for convenience and quality has helped turn the fitness world into a powerhouse sector, and it's made Anytime Fitness a leader often imitated but never duplicated.

How Your Club **Stands Out**

Smaller Footprint

In only about 7,000 square feet, your Anytime Fitness can fulfill member demand and maintain a steady flow of revenue. Thanks to our 24/7 operations and anytime access model, you can secure more business with less space and fewer staff members.

Site Selection

Finding the right location for your club takes expert advice and knowhow. We've got you covered. Our team will help you analyze your desired area, examining local demographic data, to find the perfect place within your protected territory.

Advanced Tech

From a mobile app members use to connect with their instructors, set goals, and track progress, to operations software specifically designed to give you maximum control of your club, Anytime Fitness puts technological advantages in the palm of your hand.



A Member **Every Minute**

A new member joins one of our clubs every minute of every day.



Training you to take charge

Getting your club off the ground takes the right information, inspiration, and enthusiasm. We'll help you get there. Through comprehensive training, covering all levels of your new business, we'll turn you into an Anytime Fitness expert in no time.

Initial Training

Come to our beautiful corporate office in Minnesota for two weeks of training covering operations, growth, and much more. You'll get to meet our team, see what makes Anytime Fitness tick, and learn how to effectively execute your operations.

Ongoing Training

For you and your managers, accessing the information you need to excel is easier than you might think. Through our ongoing training, you'll have direct access to a library of learning materials outlining every aspect of your business.

Courses are self-paced, giving you and your managers the freedom to learn as you go, and complete support is available for any questions that come up along the way. With Anytime Fitness, learning is all a part of the experience.

What you'll learn:

- Running your club
- Tracking your sales
- Hiring your team
- Strategizing for growth
- Training your team
- Marketing your business
- Recruiting and retaining members
- Much, much more!



Supporting you from the start

Just like you and your team will be there for your members, the entire Anytime Fitness family is here for you. For ongoing support from your first day as a franchisee, we have outstanding people and effective processes to give you a leg up as you build your business.

Operations Support

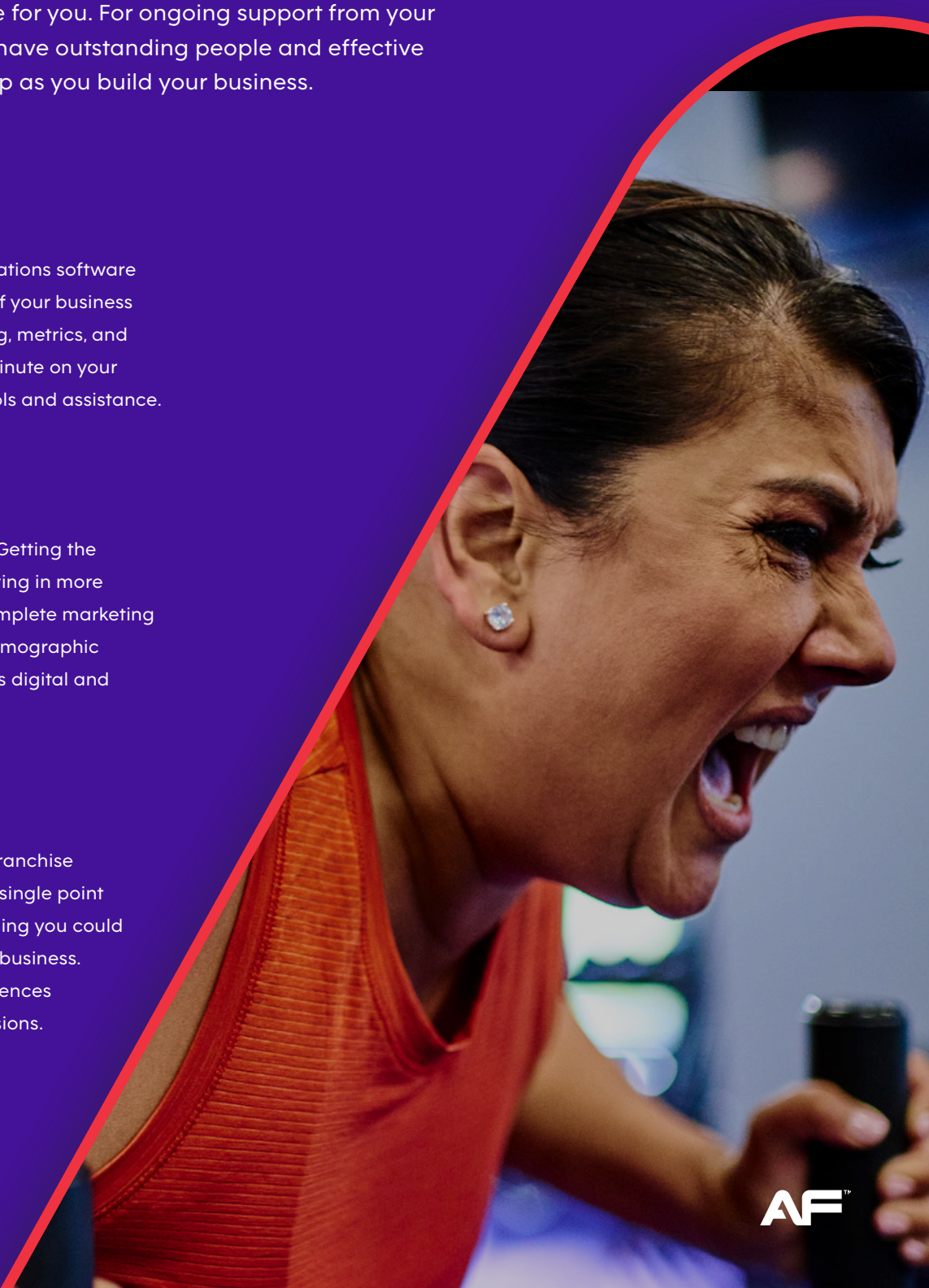
You'll gain access to powerful operations software to help you manage every aspect of your business from a single platform. For reporting, metrics, and much more, you'll stay up-to-the-minute on your operations thanks to our superb tools and assistance.

Marketing Support

Promoting your business is crucial. Getting the word out about your club and drawing in more members is easier thanks to our complete marketing support. We've got your back for demographic and competitive analyses as well as digital and traditional marketing assets.

Personal Support

You'll connect with your very own Franchise Business Coach (FBC), giving you a single point of contact for anything and everything you could need as you launch and grow your business. You'll also attend franchisee conferences and quarterly regional training sessions.



Your investment in Anytime Fitness

Investing in an Anytime Fitness franchise can be a dream come true for the right entrepreneur. If you're someone eager to improve the health and self-esteem of their community, take calories out instead of put them in, and build a business that dominates the market, we want to speak with you.

Flat, Fixed Royalty Model

Our franchisee-friendly royalty policies make it easier for you to keep more of your revenue in your business. Using a flat, fixed royalty, rather than a percentage of your clubs' income, you're able to retain more revenue while still receiving the exceptional support you deserve.

Financing Assistance

If you need help financing your new franchise, our Financing Department can help you find the right options for you. Get in touch with us to learn more about how we can help you secure the funds you need to franchise.



Numbers to note

\$175,000

Minimum Liquid Capital

\$381,575 - \$783,897

Estimated Initial Investment

\$350,000

Minimum Net Worth



Seize your opportunity to **change lives through fitness**

Reach out to our team today and bring your
very own Anytime Fitness to your market.

800.704.5004

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1. These figures are taken from Item 7 of the 2022 Anytime Fitness FDD. Please see the FDD for full details.

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