FRANCHISE



PLUS fitness 24/7



FRANCHISE

Exercise Your Freedom

OUR JOURNEY AND ACHIEVEMENTS

Founded in 1996 in Sydney Australia, Plus Fitness has been on an 18 year journey that has seen it grow from an independent business to one of Australia's fastest growing Franchise Networks. After initially Franchising its Big Box Health Club model in 2009, Plus Fitness launched it's 24 Hour Gym Franchise model in 2011. Since then the company has grown from strength to strength with over 180 Franchises now sold across Australia.

Plus Fitness offers the only true turn key 24 hour gym Franchise in Australia, including all of your gym equipment, aesthetic fit-out, signage, access control, marketing, training and Franchise support.

The Plus Fitness 24/7 Business Franchise Model offers low staffing, fast breakevens and impressive returns in one of the fastest growing industries within the Franchising sector.

Plus Fitness prides itself on providing its Franchisees high levels of accessible support from its team of in-house Support Specialists and Field Managers, who are on hand to make sure that you are getting the most out of your Plus Fitness Franchise.

Winners of the Franchise Council of Australia's coveted 'Emerging Franchisor of The Year' at the 2013 Excellence In Franchising Awards, and the Smart Company 'Top Franchise' for 2013 ensures that by becoming part of the Plus Fitness family you are joining an award winning team.



Winner

NAB FCA Excellence in Franchising Awards 2013

nab FCA

100% Australian Owned

FRANCHISE OFFERING

As a true turn key offering, you will receive the following as part of your investment in a Plus Fitness 24/7 Franchise









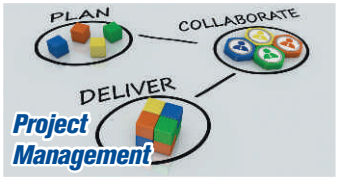


















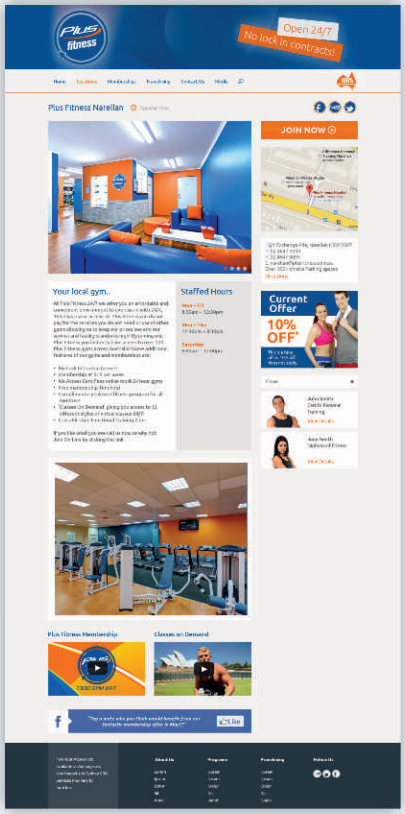
*Equipment and aesthetic fit out is based on 250sqm premises. Additional costs will apply for sites in excess of 250sqm. Further information is contained in this brochure and also the Plus Fitness Disclosure Document available on application.

FRANCHISE SUPPORT

Something that is very important to us at Plus Fitness is ensuring the right level of support is provided to our Franchisees. To achieve this, all Franchisees are provided with the following:



- ✔ A designated Field Manager
- ✔ A team of 'Support Specialists' covering every aspect of your business from Marketing to HR, Business Planning to Staff Training
- ✔ Online Marketing and Print Management System
- ✔ Online Staff Training Platform
- ✔ Extensive Library of Operational and Marketing Tools
- ✔ Fail Proof Sales and Marketing Systems
- ✔ 24 Hour Remote Monitoring and Duress System
- ✔ Monthly Balanced Score Card and Group Performance Analysis
- ✔ Automated Member and Retention Program
- ✔ CRM Database Program
- ✔ Plus Fitness Website with your own Unique Page
- ✔ 1300 GYM 247 Marketing Line directing enquiries to your gym
- ✔ Annual National Franchise Conference



CONSUMER OFFERING

The Plus Fitness 24/7 Gym Membership has been developed based on years of direct market testing and truly meets the needs of the current fitness consumer. Our facilities are also world class and deliver a number of unique training options. Some of the features of our membership and facilities include:

Membership Offering:

- No Lock In Contract
- From $13 per week
- No Access Card Fees
- Free Membership Timehold
- Instant Access to all Plus Fitness 24/7's
- Free ongoing Fitness Assessments and Programs for all members

Facility Offering:

- Convenient Locations
- 24 Hour Access, 365 Days a Year
- World Class Commercial Grade Gym Equipment
- 'Classes On Demand', Virtual Exercise Class System
- Plus Fitness Functional Training Zone
- Affordable Personal Training







FRANCHISE APPLICATION PROCESS

This process flow sets out a high level overview of the stages of establishing a Plus Fitness 24/7 Franchise.

STAGE 01 You enquire about a Plus Fitness 24/7 Franchise. We answer your initial questions and you complete and return an Expression of Interest Form and Confidentiality Agreement.

STAGE 02 We call you to discuss your completed form, preferred territory and preferred premises size, as well as answer any further questions you may have at this stage.

STAGE 03 We provide you with our Budgeting and Projections Tool and full Disclosure Document as well as arrange for a time for you to attend a Question and Answer Session.

STAGE 04 After your Q&A Session we confirm your chosen territory is both suitable and available. To secure your Exclusive Territory you will need to pay a $10,000 Territory Deposit and sign a Territory Reservation Agreement.

STAGE 05 Once you have secured your Territory we will provide you with guidance and support in selecting and negotiating on a suitable premises.

STAGE 06 Once you have secured a premises you will need to have a DA prepared and then submitted to Council. We have an Inhouse Town Planning service that can assist you in this process.

STAGE 07 Once your DA has been submitted you will attend our Franchisee Induction Training program. After this training you will commence your Soft Presale and start to passively market your Plus Fitness 24/7.

STAGE 08 Once DA is approved and a Construction Certificate acquired, you will commence your own building works. At the same time you will also start your Full Presale of Memberships.

STAGE 09 Once your building works are fully completed our Inhouse Fit Out Team and team of Contractors will complete your aesthetic fit out and install your gym equipment.

STAGE 10 ***Your Plus Fitness 24/7 Grand Opening!***

WHAT IS MY INVESTMENT?

Your Initial Investment

$249,000 *...for all that you need to open a 250m^2 Plus Fitness 24/7*

Your Ongoing Cost

$895 *...per month for all the ongoing support you need to succeed!*

IF CHOOSING A LARGER SITE

If choosing to establish your Plus Fitness 24/7 in a larger site you will experience some additional fit out and equipment costs. These indicative costs are for larger sites however a full Cost of Franchise will be provided for you once a suitable site has been located.

Size of Site	Indicative Cost of Franchise*
300sqm	$289,000
350sqm	$319,000
400sqm	$349,000

To find out more about how you can be a part of the fastest growing Australian Owned 24 Hour Gym Franchise Network all you need to do is complete our Expression of Interest form online.

Once received we will contact you to answer and initial questions you may have.

We look forward to hearing from you soon!

Kind regards, *John and Nigel*

Plus fitness 24/7


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