



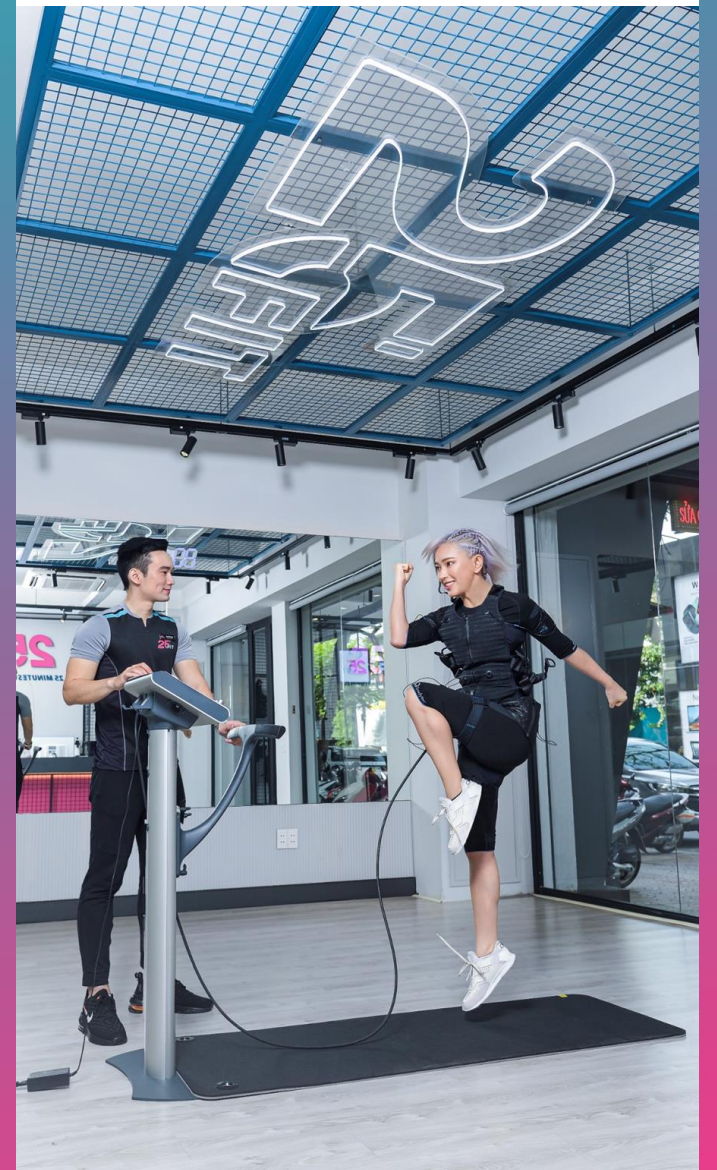
***THE MOST PROFESSIONAL EMS TECHNOLOGY
GYM SYSTEM IN VIETNAM***

OUR STORY

25 FIT is a new age O2O EMS fitness studio franchise system. Founded in 2019, 25 FIT currently has 20 studios. Having signed a Master Franchise Agreement for the ASEAN with a regional partner earlier this year, we aim to reach 200 studios by the end of 2022.

This is a low Capex, high ROI franchise model combining small footprint brick-and-mortar studios with mobile in-home services enhanced through a tech platform.

EMS (Electric Muscle Stimulation) is an FDA-approved technology that provides deep & intensive muscle training within only 20 minutes, twice a week in a private space with a certified EMS trainer. Staying fit and leading a healthy & active lifestyle is never easier, especially during the pandemic, with 25 FIT.



EMS TRAINING

1 CONVENIENT

BURN FAT

BUILD MUSCLE

POSTURAL
SYMMETRY

REHABILITATION OF
BACK PAIN AND JOINT-
RELATED ISSUES

DEEPLY TARGET ALL
MUSCLE GROUP AT
ONCE

2 SAFE

3 EFFECTIVE



OUR FOUNDERS



MR. LONG PHẠM
Co-Founder & CEO

10 year experience in fitness industry in Southeast Asia and Vietnam.

The top 1 EMS training expert in Vietnam.



MS. NGUYỄN PHI VÂN
Co-Founder

30 year experience – Top 100 most influential women in global franchise industry.

The top 1 franchise expert in Vietnam.



MR. HƯNG HOÀNG
Co-Founder

14 year experience in startup industry in Vietnam with many successful businesses such as: Rever, Maybanhang,...

Leading Fintech platforms in Vietnam.



MR. CHÍNH THÂN
Technology Advisor

16 year experience in technology industry and international businesses.

CTO - Viet Thai Group (Highlands, Coffee Bean & Tea Leaf, ALDO)



VISION

TRANSFORM

People's health & lifestyle

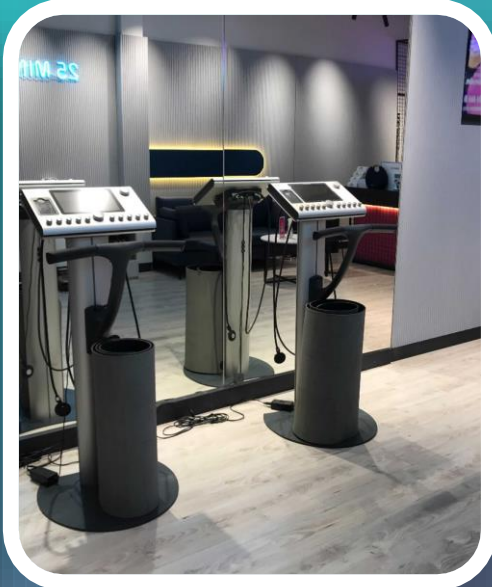
OUR MILESTONES



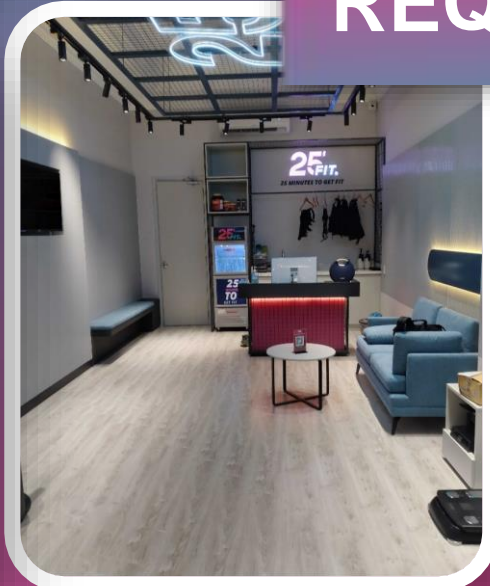
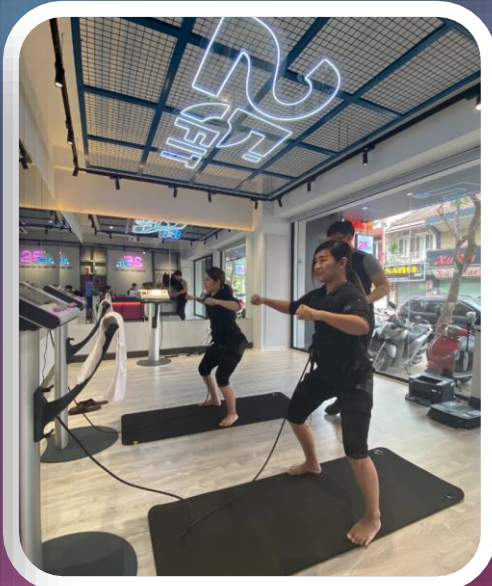
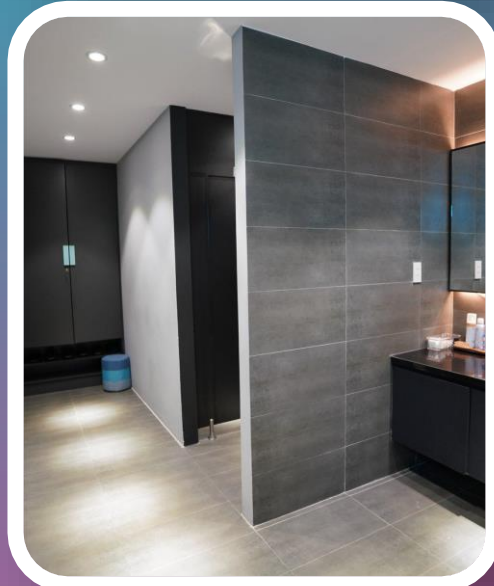


WHY INVEST IN 25 FIT?

25 FIT - 25 Minutes to get fit



**MINIMAL SPACE
REQUIRED**



60m2

25 FIT - 25 Minutes to get fit

SIMPLE ORGANIZATIONAL STRUCTURE



3 POSITIONS/ STUDIO

EXECUTIVE TIMELINE

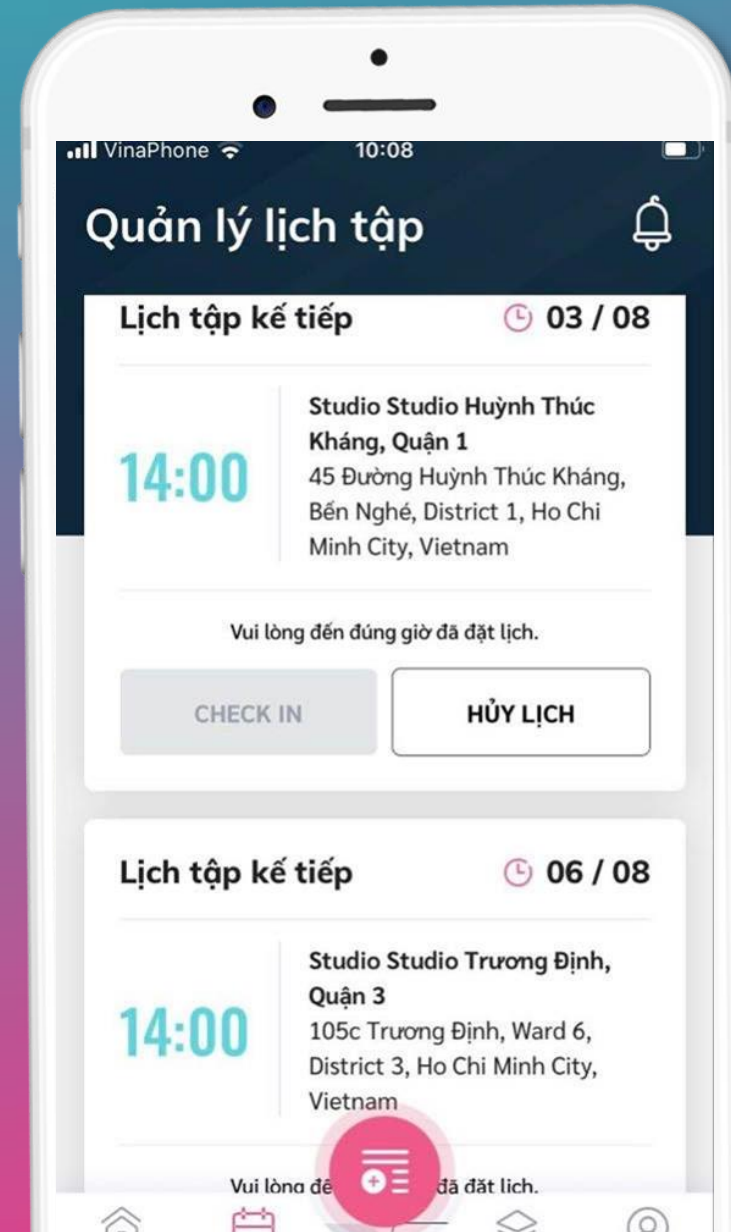
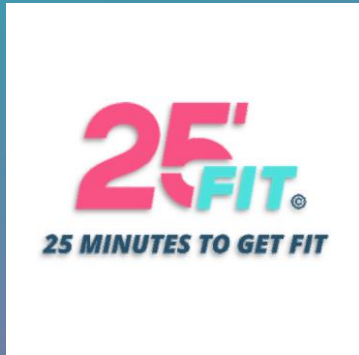
30 DAYS



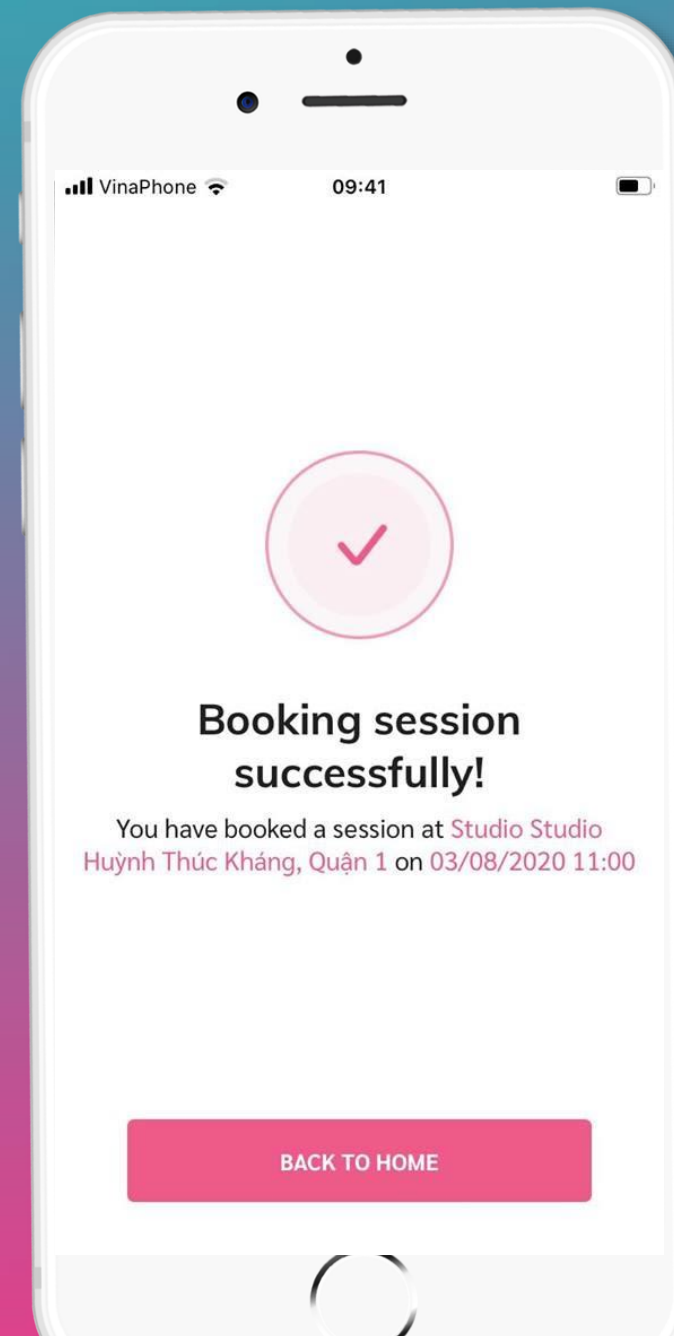
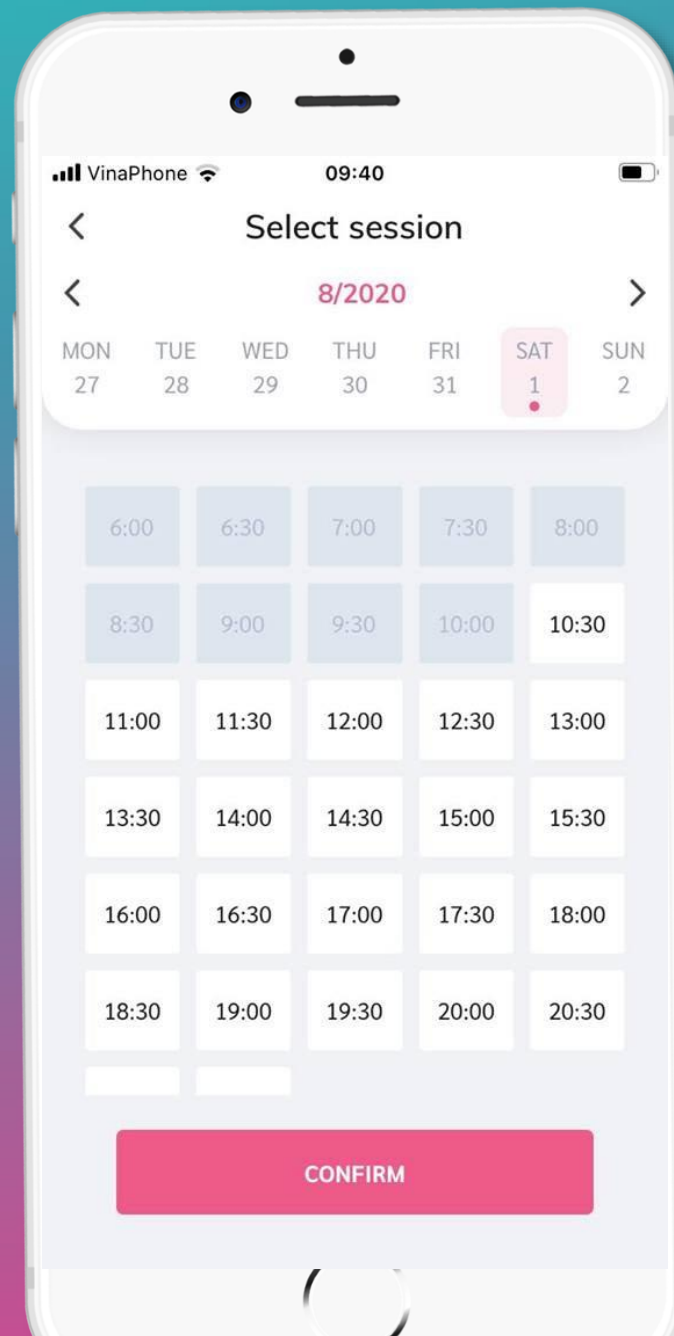
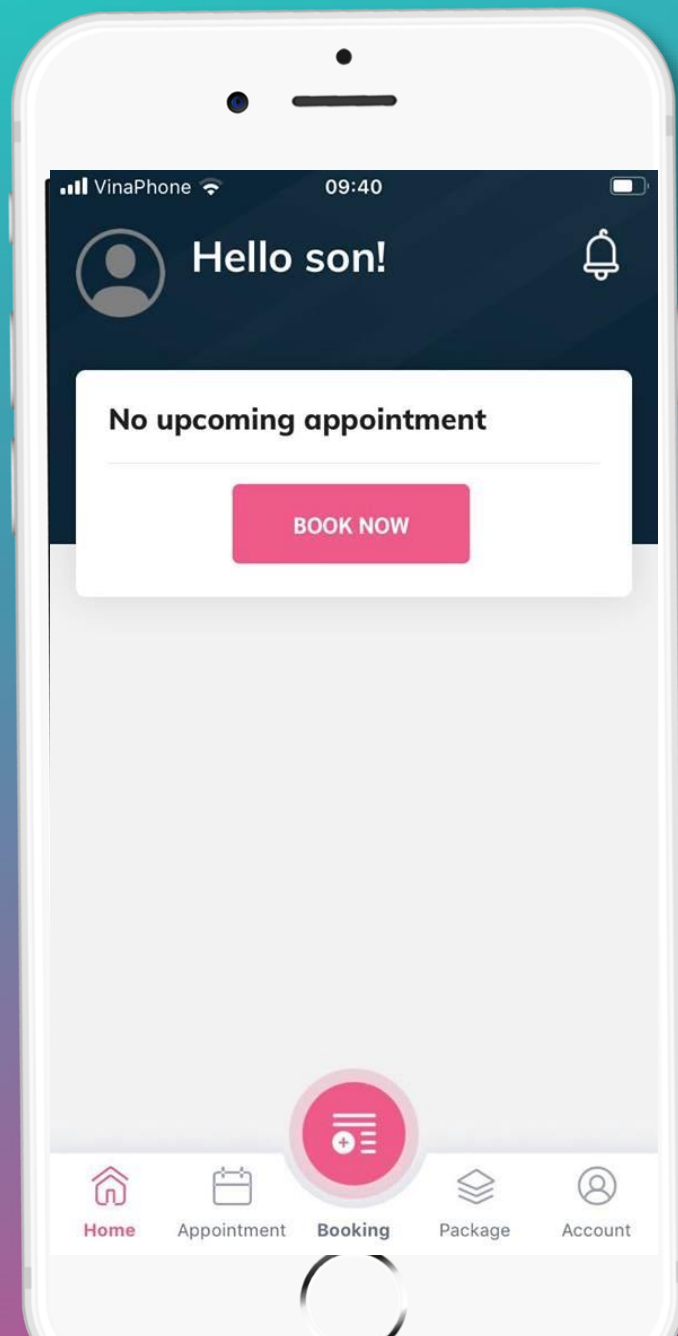
LAUNCH

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TECHNOLOGY PLATFORMS



25 FIT - 25 Minutes to get fit



WHY 25 FIT IS BECOMING A BREAKTHROUGH FRANCHISE MODEL?



OUR SUPPORT

- Site selection & development
- Brand Marketing and Public Relations
- Initial Training for Investors & Staff
- Operational support
- Ongoing research and development

FRANCHISE PROCESS





25 MINUTES TO GET FIT

THANK YOU