



# STRENGTH CONFIDENCE SUCCESS

CLEVER FIT FRANCHISE

A portrait of Alfred Enzensberger, a man with short brown hair and a slight smile, wearing a dark blue suit, white shirt, and dark tie. The background is blurred with purple and blue lights. A large red graphic overlay is positioned in the foreground, containing white text and arrows.

« **FITNESS**

**IS GLOBALLY**

**SCALABLE. »**

**ALFRED ENZENSBERGER**  
Clever Fit Founder & CEO



Alfred Enzensberger was convinced from the start that opening a new type of fitness studio promoting health for a diverse target group would only work if it were available to everyone - even those outside the bigger cities - and the terms were attractive. Filling this gap in the market in a way that allows for growth could only succeed with a system based on partnership: a clever franchise system.

In 2004, the first clever fit studio opened its doors in Munich and by 2007 Alfred Enzensberger had founded clever fit GmbH and laid the cornerstone for his vision. Today, he can look back with pride on how he built one of the most efficient franchise systems and leading fitness chains in Europe.

Expertise gained from opening almost 500 studios in Europe has established best practice processes in the European market through the close cooperation between franchisors and franchisees. Today, digitalisation paves the way for growth in global markets and Alfred Enzensberger's goal of building an international brand.

For 2021, Alfred Enzensberger is announcing another innovative studio concept. With full digitalisation clever fit is setting the sails for the future with a flagship store in Munich.

**BECOME PART OF THE FAMILY.**

# BE SMART, THINK CLEVER.

For some it's a lifestyle, for others a motivator to stay healthy.  
For all: a social meeting place regardless of who you are or what you do.

Today the clever fit brand stands for fun in an active community, from beginner to professional athlete. It's about staying healthy and keeping fit from teenager to pro-ager.

**1**  
Studio

**2004**

Grand opening  
1st clever fit studio  
in Munich.

**4**  
Studios

**2007**

clever fit GmbH  
is founded.

**65**  
Studios

**2011**

Expansion begins  
in the Netherlands.

**96**  
Studios

**2012**

Expansion begins  
in Austria:  
The first five studios  
open outside Germany.

**331**  
Studios

**2017**

Expansion begins  
in Switzerland.

# ROAD TO 1.000

FRANCHISE-POWER MADE IN GERMANY

455

Studios

**2020**

Expansion begins in more European countries: Czech Republic, Slovenia, Italy, Romania and Poland.

+ 60

Studios

**2021**

International expansion begins beyond EU borders.

2021

Opening of flagship store in Munich

**2021**

Digitalisation and evolution to clever fit 2.0.



**LEADING  
THE FIELD.**

CLEVER FIT STUDIO  
LANDSBERG AM LECH  
GERMANY

# cleverfit

**#1** in German fitness franchise market\*

**#2** by clubs in Europe\*\*  
(+11,9% 2018 vs. 2019)

**#4** by membership in Europe\*\*  
(+32% 2018 vs. 2019)

**#9** by revenue in Europe\*\*  
(+13,4% 2018 vs. 2019)

**455** Studios (DE 401, AT 37, CH 16)\*\*

**1 Mio.** Members approx.\*

**+94%** growth rate\*  
(number of studios 2015-2020)

Last updated 01.01.2021 | Source: \* 2015-2019 fitness MANAGEMENT / IHRSA Global Report (2020), IHRSA Global 25 (2020) | \*\* Deloitte & EuropeActive European Health & Fitness Market Report 2020



DFV-Franchise Marketing Award  
An award of:  
Deutscher Franchise-Verband e.V.



DFV-Franchisesystem of the year  
An award of:  
Deutscher Franchise-Verband e.V.



**cle•ver**

agile and tactically skilful using  
full scope of possibilities

**fit**

efficient, capable,  
qualified, empowered



# FITNESS MARKET IN EUROPE

**64.8 Mio.**

Fitness club members\*

**+3,8%**

Membership growths\*

**63,644**

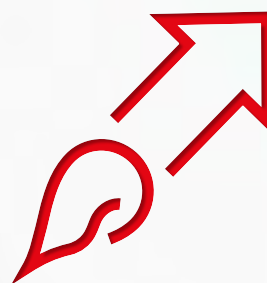
Clubs total\*

**38.4€**

Membership fee per month\*

**28.2 billion EUR**

Total revenues 2020\*



*The sails of our expansion division are set for growth: since the clever fit group grew by 31 studios in 2020, almost 60 new locations are already in the pipeline for 2021. The internationalisation of the brand continues its progress: our market launch into the Czech Republic and Slovenia is due for completion by early summer at the latest.*



# THE FUTURE IS NOW

**Data tracking, visualisation of training successes and fully integrated exercise experiences.**

Workout areas networked with software solutions and app-based programs open up new worlds for studio operators and members. We know that having an engaged community helps us grow. This is where we foresee our future market and how we serve the global market with innovative solutions. Be smart, think clever. In doing so, we are also tapping into the market in urban centres and major cities while measuring ourselves against the needs of generations Y and Z: for tomorrow's high potentials, the digital natives 2.0.

**WE WANT ENTREPRENEURS LIKE YOU!**

# smart·ser·vic·es

data-based, individually configurable offerings  
of cross-platform digital services and products.

clever  
fit

**RETHINK  
FITNESS**

Sign up now  
for pre-release info

VISUALISATION MUNICH  
CONCEPT STORE





# MARKET SEGMENT WITH THE HIGHEST POTENTIAL

The fitness studio market is experiencing unstoppable growth. In 2020, almost 65 million\* people in Europe had a gym membership.

## That only leaves 675 million. :)

# STRETCH YOUR PORTFOLIO

RAISE THE  
BAR



Join the most successful  
fitness franchise system  
[jannik.lauben@clever-fit.com](mailto:jannik.lauben@clever-fit.com)

## HIGH POTENTIAL

**24%**

EBITDA\*

**17 Month**

Break even\*

**735.814 €**

Average revenue per individual studio\*



\*based on year 3 of sample business plan

# Fit·ness·trai·ning

Sports training to improve life quality and performance

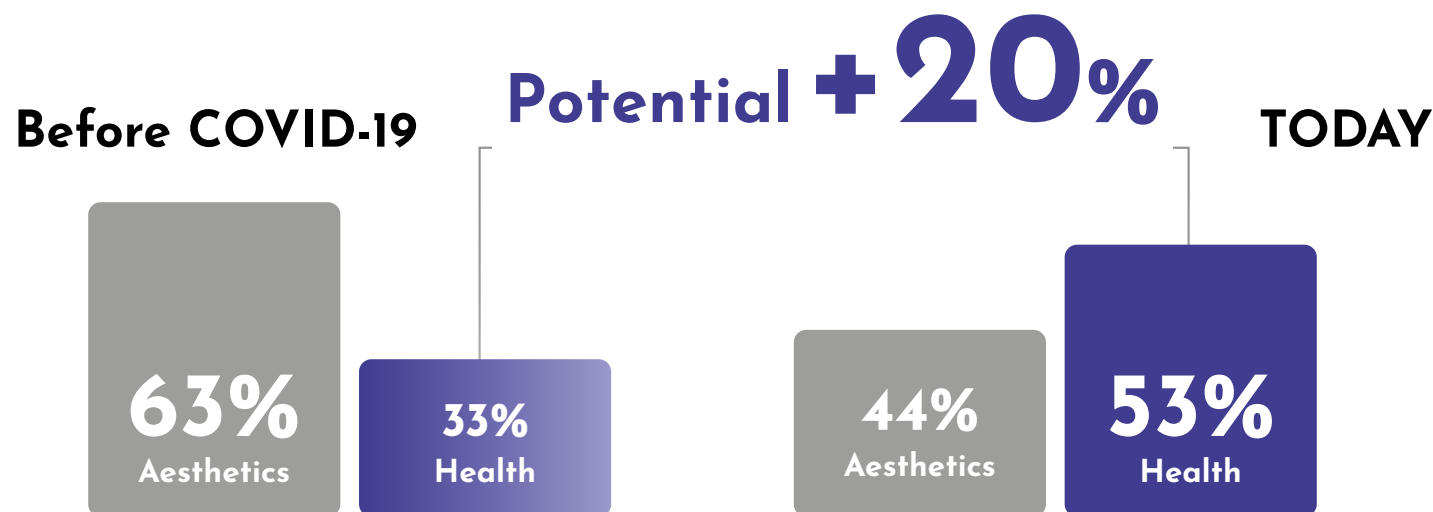


*The corona pandemic was and still is an innovation driver and catalyst for new customer segments. I'm convinced that we can reactivate many members. What's more, it has created greater market potential as people have become even more aware of how essential fitness is to a healthy lifestyle.*



# CONFIDENCE AND FRESH MOTIVATION

Health and vitality provide quality of life. Challenges drive motivation. Crises slow things down, but they also open new pathways. Since COVID 19 cast its shadow over us all, "fitness" has come to symbolize good health even more than simple aesthetics, particularly for those of us with a pro-age mindset.



\*Source: egym • <https://egym.com/de/blog/covid-19-trainieren-fuer-gesundheit-nicht-aestetik>

# CONFIDENCE IN EVERY DISCIPLINE

We use the synergies created by our networks to ensure we immediately identify potential deviations in our market segment, correct course and keep on track. With our finger on the pulse, we are your information source, trend spotter and advocate. We are always at your side to guide you through our tried and trusted, agile franchise system.

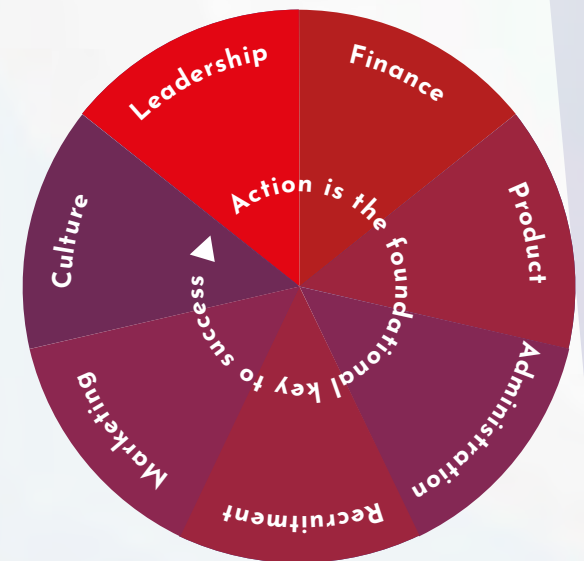
## LEADERSHIP / MANAGEMENT

Mentoring and advice in business management and development.  
Project support to help you set up your clever fit studio.

## FINANCES & ORGANISATION

Investment planning and budgeting.  
Support in negotiations with banks and authorities.

**FROM  
ONE SOURCE.**



| Entrepreneurial Wheel





# CLEVER FIT STUDIO

Location evaluation, property inspection.  
Territory and brand protection.  
Studio planning and project support.  
Infrastructure planning, equipment positioning and design suggestions.

# ADMINISTRATION

Start-up consulting.

# RECRUITMENT

Human resources and business management:  
Support in hiring staff.  
Training and certification in the clever fit academy.

# MARKETING & BIG DATA

Marketing tools and guidance.

# CULTURE

Sparring partner: Mentoring before, during, after your opening.  
Become part of the family: community and annual meeting.  
Partner information and system development.

CLEVER FIT STUDIO  
EMMENBRUECKE  
SWITZERLAND

# MARKETING BIG DATA

We constantly ensure the consistent implementation and evolution of marketing concepts to create lasting demand and sustainably strengthen the brand.

- Market research and trend monitoring
- Development of cross-regional marketing tools
- Strong focus on web and online media incl. app design and development
- Data-driven marketing for digital transformation and personalisation, improving key performance indicators, creating relevant content
- Data-based marketing strategy for winning back customers
- Digital pre-sales concepts for (re-)opening
- Online marketing guide, websites, annual marketing planner



# HIGHER LEVEL PERFORMANCE

## MOTIVATING QUALITY

We add real value: for less attrition, measurable employee satisfaction and more customer loyalty. Our in-house academy sets us apart from the competition. Employees from all studio functions are trained, promoted and qualified on an ongoing basis. Motivation is our driver. We don't just adapt to the market; we set the standards and follow our own vision.



*The clever fit academy has successfully initiated its digitalisation process. Thousands of studio employees have attained qualifications at the highest level to work in our studios and with customers. And we are still on track this year.*



# Mo·ti·va·ti·on

All the reasons and influences  
that affect a decision or act,  
or inspire a course of action

**clever**  
**fit**



**230** seminars

**11** training locations

**+** online training  
in local languages

# FRIENDCHISE

We have proven over 455 times that it works.

We are the fitness franchise market leader\* without ego or show.

We enjoy the trust of members, employees, property owners.

We are investing now in the next generation of fitness 2.0.

**clever fit**

## JOIN OUR CLEVER FIT FAMILY AND APPLY NOW:

**Do these qualities set you apart?**

- Entrepreneurial spirit
- Ability to scale up
- Passionate about sales
- Great at organising
- Enjoy customer contact and providing excellent service
- Team player with leadership skills

*Are your passions reflected in our success story? Do you have access to potential locations or properties? Are you inspired to play a part in our industry? Then write to us at [franchise@clever-fit.com](mailto:franchise@clever-fit.com)*

**CLEVER FIT STUDIO  
LANDSBERG AM LECH  
GERMANY**

Last updated 01.01.2021 | Source: \* 2015-2019 fitness MANAGEMENT / IHRSA Global Report (2020), IHRSA Global 25 (2020)

# TOP CONDITIONS

Thanks to our global network of qualified partners, we are able to furnish all our studios with the latest equipment and offer financing options. Contemporary design, high-end sports equipment and modern training concepts are all important components of our successful studio planning. Enabling us to offer our concept – fitness at attractive prices – to everybody.

## OUR PARTNERS

The logo for 'MATRIX' consists of the word 'MATRIX' in a bold, black, sans-serif font. A small red dot is positioned above the letter 'A'.

## ESTATE AGENT INFO

# WE'RE LOOKING FOR PROPERTIES WITH POTENTIAL

A wise use of resources: whether it's an existing fitness studio, former supermarket, vacant retail space, part of an office building or a new purpose-built construction.

We are always on the lookout for suitable properties for our studio operators.

We offer security for your clients. Through long-term contracts and secured rental income.

**RAISE THE  
BAR**



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# LOCATION REQUIREMENTS



10-year leases  
with option



Illuminance  
> 300 lx



500 kg/sqm  
load capacity



Clear room  
height  
> 3 meters



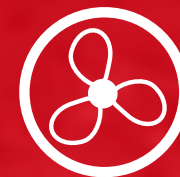
Core population  
> 10,000 inhabitants



Approx.  
35 parking  
spaces



Simple layout  
approx. 750 sqm  
to 1,500 sqm



Ventilation  
and air  
extraction



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