

**GOTM
FIT**

**OWN THE
SMART
GYM**

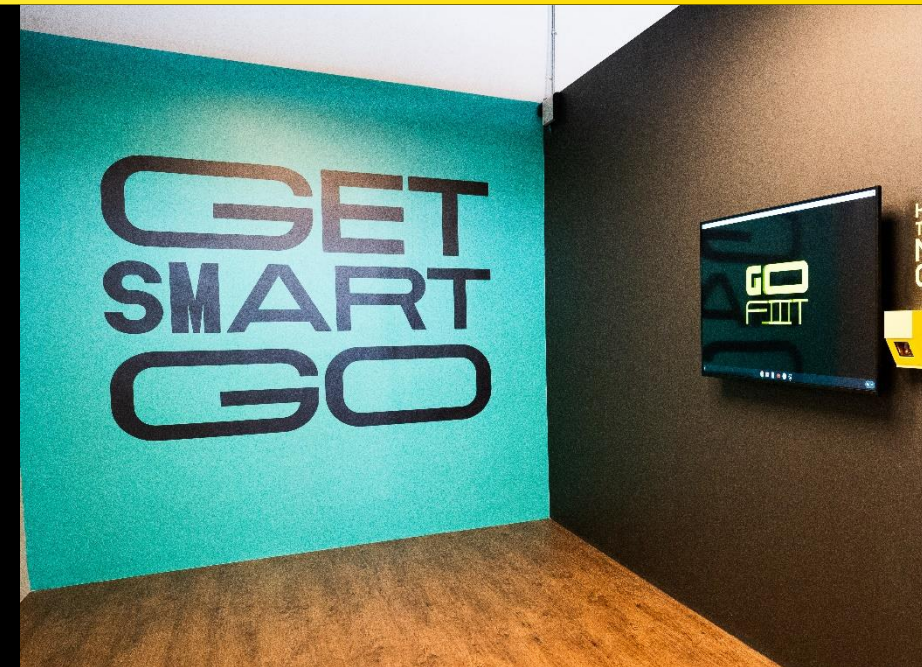
**AN INVIGORATING
INVESTMENT**



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WHY INVEST IN FITNESS?

The fitness industry has experienced exponential growth since inception. The development of new facilities and concepts has spurred a year-on-year increase of new participants around the world. And as the heightened awareness of the benefits of living a healthy lifestyle become more prevalent in everyday lives, the demand for affordable fitness and health eating has never been greater. Data supports that gym users and non-users consistently state 'price' as a fundamental consideration or barrier to participation.

39%

Globally, 39% of adults over 18 years exercise regularly

39%

Another 39% do not currently exercise but would like to

20%

20% exercises regularly

25%

25% of those considering exercise but not attending a gym would consider doing so

60%

60% of lapsed members would consider rejoining their local gym¹



GoFit is the latest addition to the Evolution Wellness portfolio,
a game-changer in the high value, low price fitness category

Evolution Wellness is the owner and operator of some of
Asia's best-known fitness brands,
with more than 175 properties across 6 countries



WHAT WE BELIEVE

Fitness is essential to life so it shouldn't feel like a chore. As an essential part of our lives, fitness should work around you and your needs

We are here to energize your life through easy and affordable fitness



OUR CONCEPT

Price consideration has consistently ranked in the top ten reasons why people do not join a gym. A lack of time is still the #1 reason and location ranks high¹

GoFit aims to address those and other barriers to fitness.

We are a community gym with a variety of gym sizes providing locations that are both in business districts and suburbia

We are the high-value, **low-priced** solution for both members and our partners, offering an attractively low investment and very low operational costs coupled with low membership prices that offer incredible value for money



OUR SIGNATURES

We have created a range of unique features to provide an enhanced experience for members that underpins our high-value, low-priced brand promise



Express full body workout with GoFit signature – SuperCircuit. A 30-minute workout with a mix of cardio and strength training



High quality virtual classes led on screen by the best in the business



Private training zone with a feature to cast workout programmes on mobile phone to screen



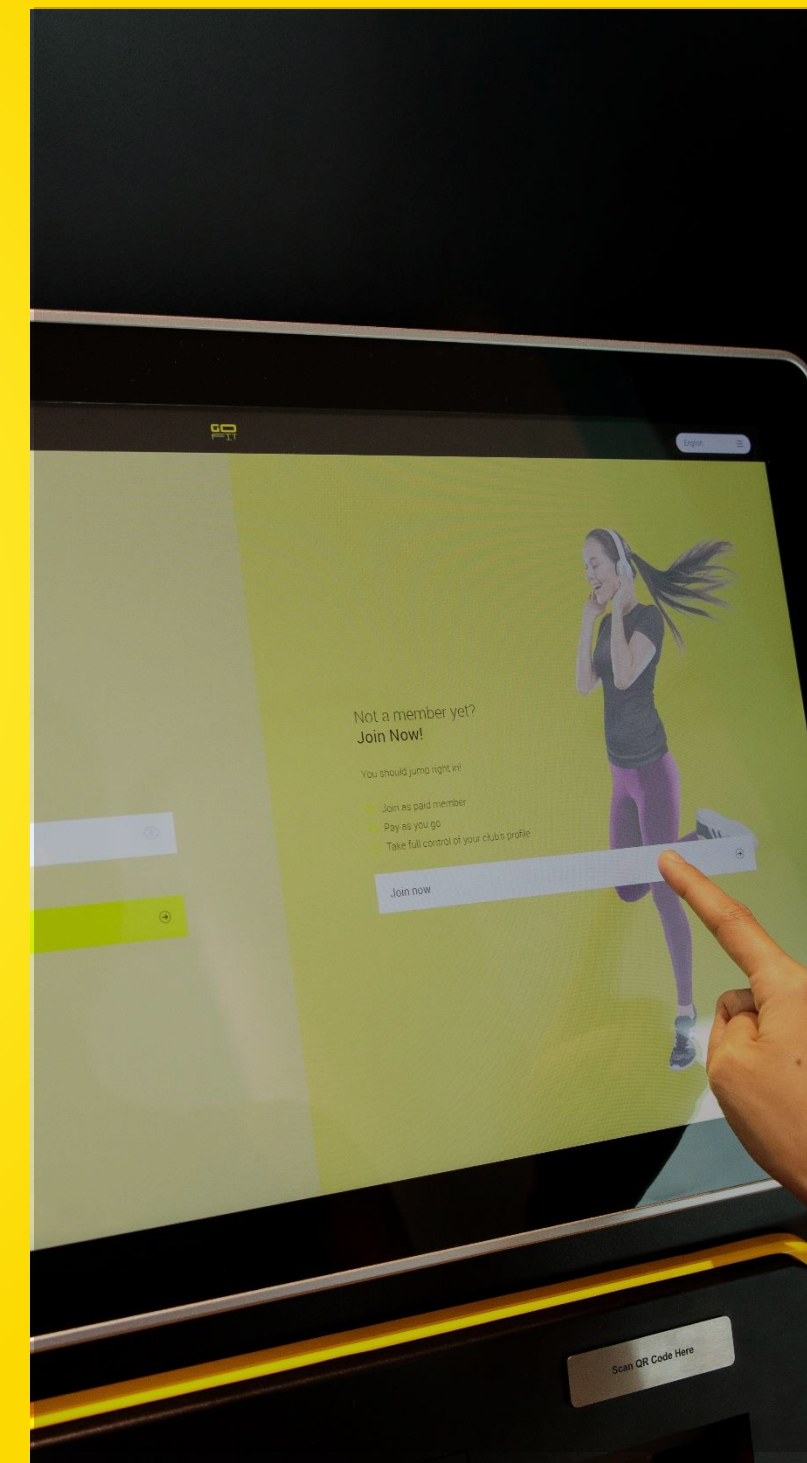
OUR SIGNATURES



Relief muscle soreness and tensions with our massager



A self-use machine designed to measure health and fitness levels



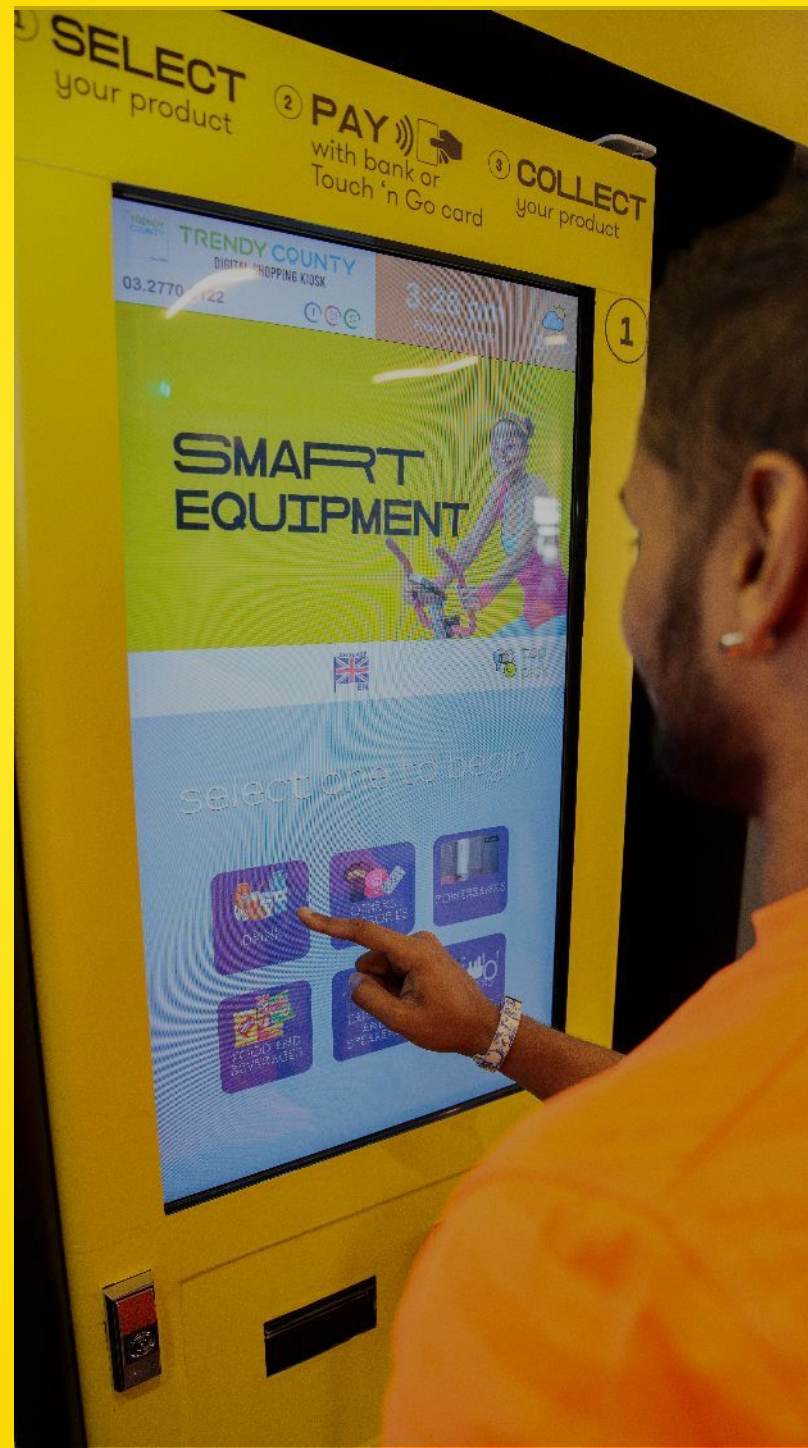
Purchase new membership online via the GoFit kiosk



OUR SIGNATURES



Female only workout zone



Vending machine – F&B, accessories, towels and padlocks



Self-service membership management system - membership account management, upgrade,



AN IMMEDIATE SUCCESS

GoFit opened its first location in Malaysia in 2019 which has become an immediate success

The member feedback has been better than expected with particular emphasis on the ease of access, incredible equipment and the simple to use technology

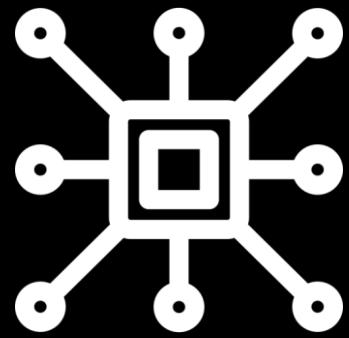
Recognizing that we had created a winning formula has spurred growth across all markets



GOFIT™



WHY GOFIT



TECHNOLOGY DRIVEN



INCLUSIVE



PART OF A GLOBAL TEAM
WITH A PROVEN TRACK
RECORD



DEVELOPMENT
OPPORTUNITIES



UNPARALLELED
BUSINESS SUPPORT

TECHNOLOGY DRIVEN

At the heart of GoFit is the technology leveraged to create an engaging, efficient and seamless experience for our members. Through intelligent builds and careful selection of platforms, we are also able to provide data driven tools that provide comprehensive remote management capabilities



INCLUSIVE

GoFit is unique in its message of inclusive exercise for absolutely everyone, providing facilities and experiences for a range of exercisers, from the newbie to the regular gym-rat



PART OF A GLOBAL TEAM WITH A PROVEN TRACK RECORD

GoFit was created by global fitness industry professionals with a wealth of experience that was the cornerstone of creating a truly global HVLP brand. We are part of the Evolution Wellness Group, the team behind some of the best known fitness and wellness brands in Southeast Asia



6 LEADING BRANDS
5 FITNESS, 1 WELLNESS



176 LOCATIONS
6 COUNTRIES ACROSS ASIA



400,000+ MEMBERS



25 MILLION WORKOUTS



6,000+ STAFF
FULL TIME & FREELANCE

DEVELOPMENT OPPORTUNITIES

As we continue our growth plans, a number of opportunities are available for developers to secure exclusive agreements. Early partners can benefit from an incomparable range of attractive markets, unlike other more mature brands



UNPARALLELED BUSINESS SUPPORT

Our experienced team are always available to guide our partners through every aspect of the build and operational stages of your business. With hands-on experience across every discipline of the industry, there is no brand better placed to guide you to success

BUSINESS PLAN

The only way to know the success you can achieve is to have an achievable business plan supported by real data from industry experts



LEASE REVIEW

We'll provide the guidelines that will help to agree to a lease is consistent with industry norms



LAYOUT

Our layout plans will provide a real perspective of what your gym will look like, determine how much equipment you need and provide the information your contractor needs



SALES TRAINING

Everything you and your team need to know about selling gym memberships in the digital age!



OPERATIONAL TRAINING

We provide comprehensive, in-club training to ensure you get the best from a streamlined operating model



PROJECT MANAGEMENT

A great tool that will help you to ensure alignment of all the moving parts necessary to build your business



PROCUREMENT

Our pre-negotiated equipment supply agreements guarantee you get the best possible deal



ONGOING OPERATIONAL SUPPORT

Our support team have been in the industry for a long time, with global experience that can help you, regardless of where you are, in every aspect of your business



MARKETING SUPPORT

GoFit provides a suite of marketing tools and templates to help you create and maintain a successful business and keep you 'on-brand'. Getting off to a great start is essential and our extensive launch plan will help you to create awareness of your new business and achieve sales before you even open



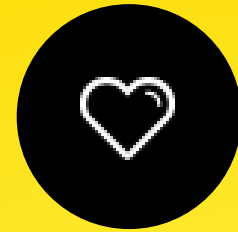
MAINTAINING SUCCESS

GoFit utilizes a range of digital platforms that constantly and securely communicate with each other to provide a simple, seamless experience for your members whilst also providing you with all the necessary tools to remotely manage your business



With controlled, low capital investment and efficiently low operating costs, GoFit gyms are designed to accommodate anywhere between 3 – 5 m² and achieve EBITDA margins of 30% and up!*

THE GOFIT PARTNER



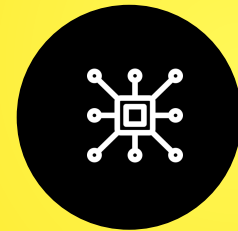
TRUST

Recognizes the benefits of joining a business with a team of experienced professionals that will support the brand every step of the way



A BELIEVER OF HIGH-VALUE, LOW-PRICE (HVLP) FITNESS MODEL

Believes in the HVLP model and vision to achieve affordable fitness to communities at large



TECH SAVVY

Digitally savvy with a desire to think outside the box and drive innovation



FINANCIAL RESOURCES

Have financial resources and strong business acumen



ENTREPRENEURS

Typically existing entrepreneurs and business owners that are looking to diversify their portfolios

GETTING STARTED

01

MULTIPLE SIZES, MULTIPLE OPTIONS

With sizes ranging from 3,000 ft² to 12,000 ft² , GoFit initial investment costs range from between US\$100,000 to \$800,000

02

UNBEATABLE EQUIPMENT COSTS

We pass on the significant benefit of being part of a large group in order to secure the best possible equipment costs. As with all money related matters, we remain completely transparent.

03

DEVELOPMENT COSTS

License Fee	USD 40,000
Estimated Initial Investment	USD 100,000 – USD 800,000
Monthly Royalty	USD 999
Fuss Free Fee	USD 1,999

Includes:

Management Software, Mobile App, Web Page, Ad Templates, Integrations Software, Global Access, System Training

**WANT TO
KNOW
MORE?**

CONTACT US:
invest@gofit-gym.com

