



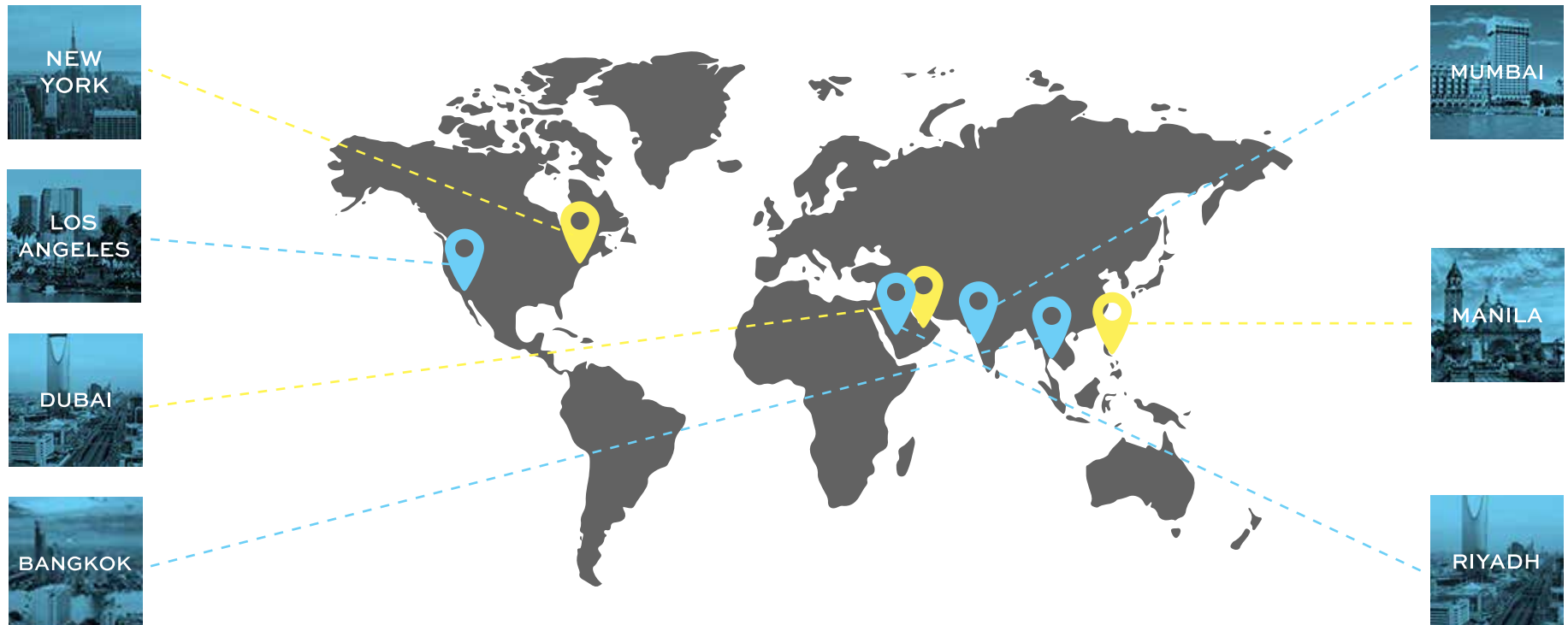
BRAND OVERVIEW

Global. Luxury. Transformative.

PHYSIQUE 57 is an international fitness and media company headquartered in New York City.

With boutique studios in **New York City, The Hamptons, Beverly Hills, Dubai, Bangkok, Mumbai, Manila, and Riyadh**, PHYSIQUE 57 inspires clients of all ages to transform their bodies and strive for optimal well-being by providing a dynamic, challenging and empowering fitness experience.

PHYSIQUE 57 is an intense 57-minute workout that combines cardio, strength training, stretching, innovative choreography and energizing music in a motivating and intimate studio environment.



IT ALL STARTED *with* TWO GREAT MINDS
and a SHARED LOVE *of* FITNESS.

TANYA BECKER,

CO-FOUNDER and CHIEF
CREATIVE OFFICER

Master Fitness Instructor
and Wellness Expert

Tanya is a legend in the barre method and exercise industry. Tanya and her team of instructors encourage clients to become stronger, exude confidence and transform into the best versions of themselves.



JENNIFER MAANAVI,

CO-FOUNDER and CHIEF
EXECUTIVE OFFICER

Former Wall Street Executive
and Fitness Enthusiast

Jennifer is a widely respected entrepreneur and business person. She is ambitious and focused on improving PHYSIQUE 57's business practices to offer a world-class experience to every client.

PHYSIQUE 57 was born in New York City in 2006 and quickly earned barre studio sensation status.

Successful. Sustainable.

Founded in 2006, PHYSIQUE 57 was the pioneer of the NYC boutique fitness industry.

The PHYSIQUE 57 method combines world-class business management practices with proven exercise techniques subject to constant innovation.

The studios create a welcoming and supportive community through engaging instruction and exquisite client service delivered by a team of highly valued and accomplished fitness professionals.

Rigorous employee training is our competitive advantage - PHYSIQUE 57 instructors are the most highly trained and enthusiastic group you will find in any studio setting. They tenaciously exceed industry standards for client satisfaction.

High Performing. Influential.

Physique 57's client base is 25-45 years old, affluent, metropolitan and trendy.

Across the globe, smart and saavy individuals from elite industries such as finance, entertainment, and fashion choose Physique 57 as their fitness home.



Modern. Intimate. Exclusive.

High caliber teachers and client service professionals, along with the clean, sleek and fragrant studios, drive industry leading client retention rates and brand quality recognition.

In addition to its brick and mortar business, the company is committed to its loyal and passionate community of online clients who devour PHYSIQUE 57's fresh and challenging online workouts.

2005

Jennifer Maanavi partners with Tanya Becker, to create Physique 57®.



MAY 2006

The Bridgehampton, NY studio opens for the summer at "The Barn." This was the former space of the Lotte Berk Method in Bridgehampton.



JUNE 2009

Workout Series Volume 1 DVDs are released.



JUNE 2010

Physique 57 Beverly Hills, CA opens.



AUG 2011

Physique 57 Upper West Side, NY location opens in the historic Ansonia Building.



NOV 2012

Physique 57 launches its Video On Demand.



JAN 2015

Physique 57 Bangkok opens.



JAN 2016

Physique 57 FiDi, NY opens.



OCT 2017

Physique 57 opens third Bangkok location.



JUL 2018

Physique 57 Manila opens.



FEB 2006

Physique 57 opens its first location at 24 W. 57th Street, NYC.



FALL 2007

The Soho, NY location opens in the Butterick Building.



2010

The International Consulting program is inaugurated when Physique 57 trains instructors and management for Plana Forma, a boutique start-up exercise studio in Manila, Philippines.

2010

#377 on Inc. Magazine's list of the 500 fastest growing private companies in America.

Inc.

JAN 2012

The Physique 57 Solution: The Groundbreaking 2-Week Plan for a Lean, Beautiful Body by co-founders Tanya Becker & Jennifer Maanavi hits the stands. The book combines the Physique 57 workout with a 2-week meal plan.



2013

Physique 57 Dubai opens.



JULY 2015

Physique 57 opens second Dubai location.



JUNE 2017

Physique 57 opens second Bangkok location.



APR 2018

Physique 57 Mumbai opens.



SEPT 2018

Physique 57 Riyadh opens.





EMMY
ROSSUM

“It tones my butt, thighs, and abs like no other workout.”



ALESSANDRA
AMBROSIO

“Physique 57 got me in shape for the Victoria Secret Fashion Show.”



ERIN
ANDREWS

“My thighs are more toned, my butt’s lifted, and now I can say my saddlebags are a non-issue.”



SANDY
BEALL

Co-Founder and
Former CEO of
Ruby Tuesday Inc.



“I’m a DEVOTED ATTENDEE when I’m in the HAMPTONS.”
- Stephanie March, HAMPTONS Magazine

“I’m OBSESSED.”
- Erin Andrews, SELF Magazine



“THERE IS A CLASS for EVERYONE.”
- COSMOPOLITAN Magazine



The New York Times

WE BELIEVE

EVERY BODY
HAS A STORY & A JOURNEY
AND THAT OURS SHOULD BE *epic*

GIVING OURSELVES
57 MINUTES CAN
CHANGE THE
COURSE OF *our day* **AND
OUR
LIVES**

IN SELF-LOVE *and* IN FEELING
STRONG, SEEN, *and* **WORTHWHILE**

BY UNLEASHING THE
UNLIMITED POTENTIAL
of our **BODIES**
WE UNLEASH THE POTENTIAL
of our **LIVES** *too*

PERFECTION *but* THERE'S
IS A MYTH **MAGIC**
in the PROCESS

WE HAVE *the* POWER
TO MAKE EACH DAY **EXTRA
ORDINARY**