



FRANCHISE BROCHURE

STRETCH YOUR LIMITS

THE FIRST & LARGEST CHAIN OF STRETCHING STUDIOS IN THE WORLD



@topstretching @topstretching.me



www.topstretching.me



TOPSTRETCHING

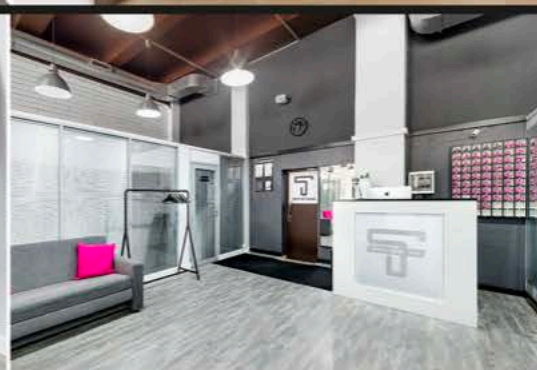
TM



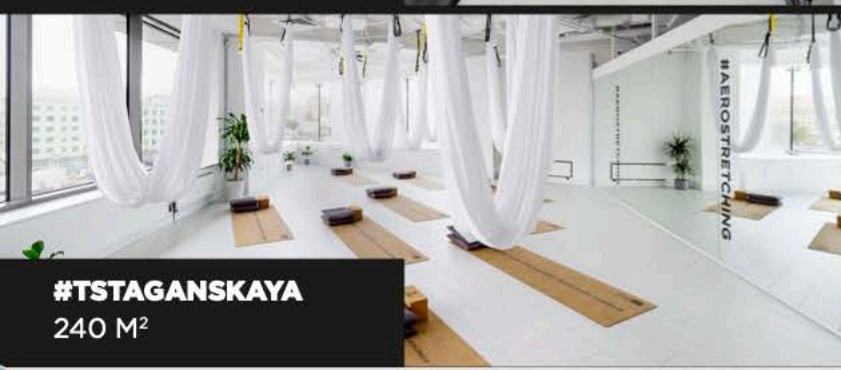
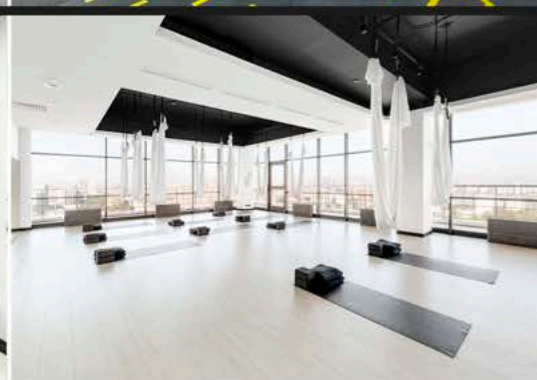
#TSDOBRYNINSKAYA
360 M²



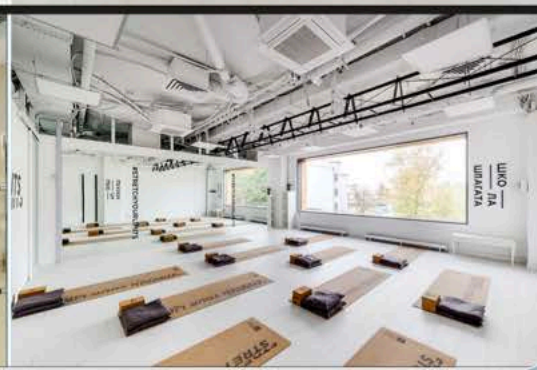
#TSNOVOSLOBODSKAYA
288 M²



#TSCERRY
400 M²



#TSTAGANSKAYA
240 M²

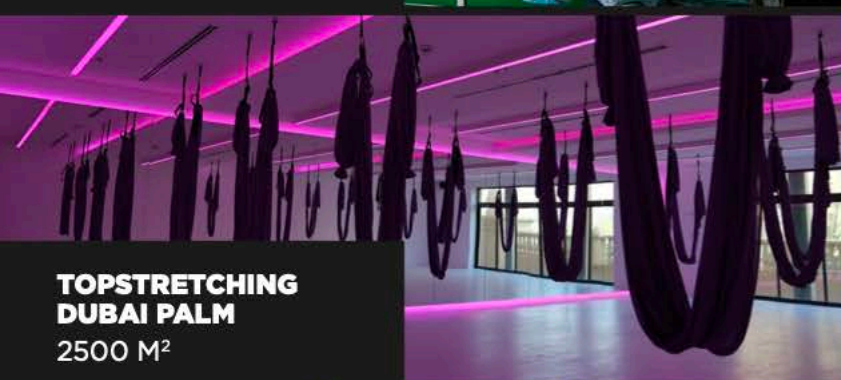
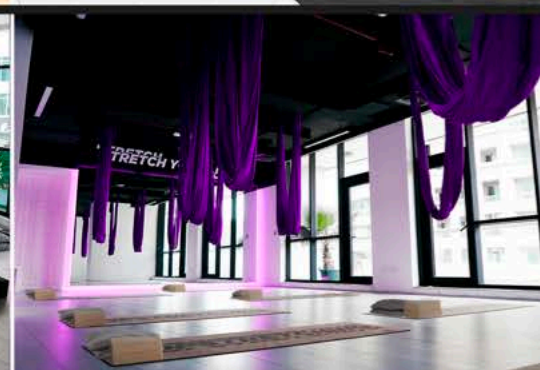




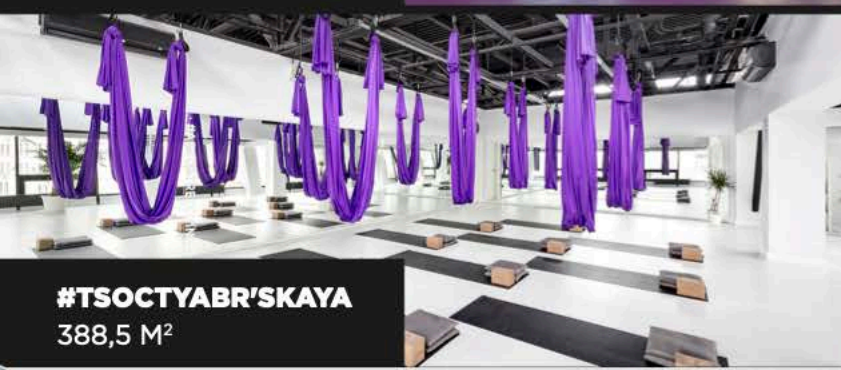
#TSMOSCOWCITYCITY
325 M² — 1ST FLOOR
380,6 M² — 2ND FLOOR



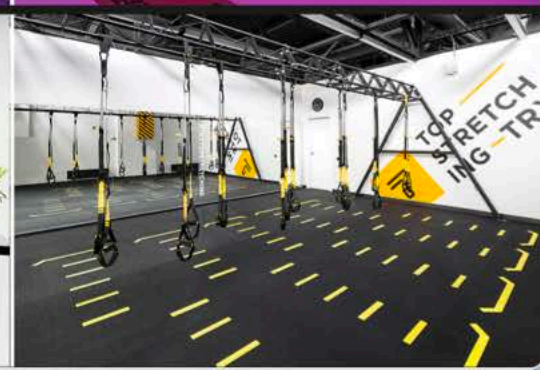
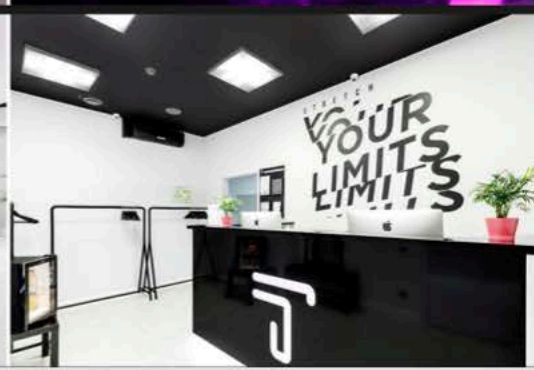
**TOPSTRETCHING
DUBAI MARINA**
720 M²



**TOPSTRETCHING
DUBAI PALM**
2500 M²



#TSOCTYABR'SKAYA
388,5 M²





THE TRUE APPLE STORE OF HEALTH AND FITNESS



ABOUT TOPSTRETCHING®

BEGINNING

TOPSTRETCHING® is the first and largest chain of Stretching & HIIT training fitness studios for women globally. The TOPSTRETCHING® concept was created by the champion of rhythmic gymnastics, Anna Kanyuk, in 2002, and later incorporated into an international group of companies. Kanyuk remains the brand ambassador of TOPSTRETCHING® and has become the #1 beacon of flexibility globally (1.4M @). The idea was born with the vision to become the biggest female fitness community worldwide. The main mission was to bring the expertise of traditional gymnastics and ballet training centers, convert them into aesthetic fitness space, commercialize them, and make the stretching training accessible for everyone. Since then, TOPSTRETCHING® has become not only a symbol of flexibility and natural aesthetic physique, but also a special community that unites and empowers women.

10 MILLION WOMEN WORLDWIDE AND GROWING

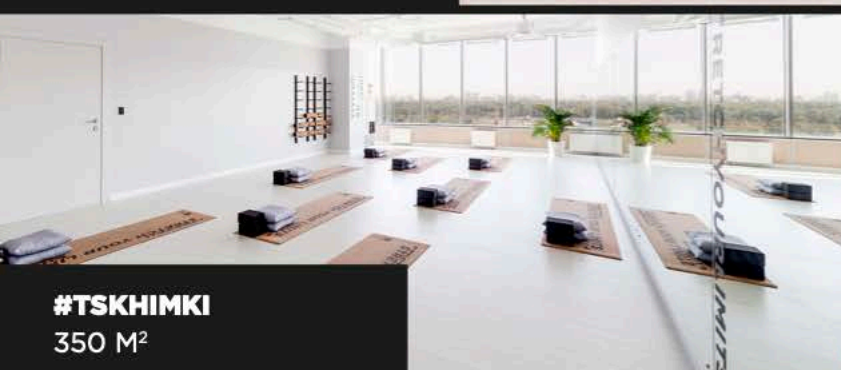
TOPSTRETCHING® is the community that counts more than 10 million women, who were not satisfied with commercial gyms and “for everyone” fitness studio concepts that lack innovation and results. It is truly the TOP solution and commercial enterprise in the global fitness industry. TOPSTRETCHING® studios are all about promoting health, spirituality, warmth, hospitality, curiosity, creativity, and energy, all of which render the space attractive and create a sense of belonging.



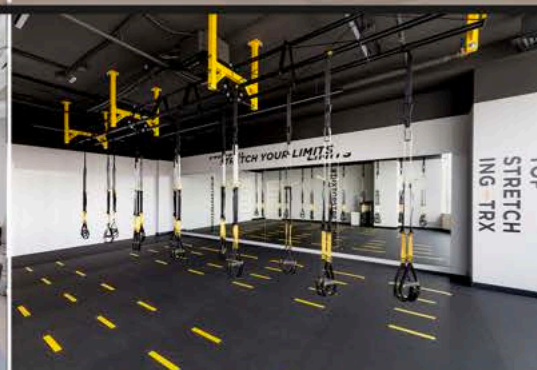
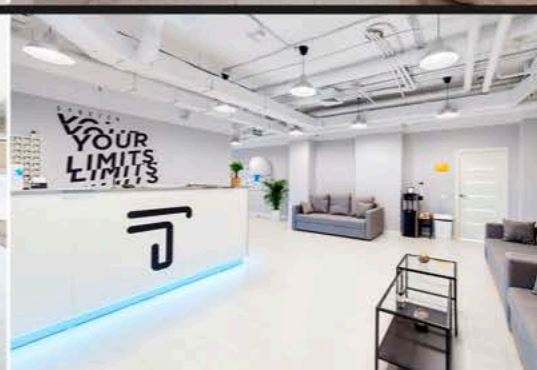
COSMOPOLITAN VOGUE ELLE EL PAÍS marie claire BAZAAR Forbes Entrepreneur Daily Mail Women's Health udn STYLE WOMAN



#TSBOTANICALGARDEN
220 M²



#TSKHIMKI
350 M²



#TSKOTEL'NIKI
275 M²





STRETCH YOUR LIMITS



TOPSTRETCHING® BRAND

NETWORK

Aesthetic simplicity is one of the key facets of TOPSTRETCHING® from both ambience and training perspectives. The company's social media is an inspirational page with an aesthetically beautiful feminine positioning. TOPSTRETCHING® network of social media accounts counts more than 3 million followers and close to 1 BILLION of organic impressions annually, making it the largest commercial fitness presence on social media globally. This vast digital infrastructure is used to save millions of dollars in operational costs of franchisees by providing them a vital marketing support with continuous flow of clients.

TECHNOLOGY

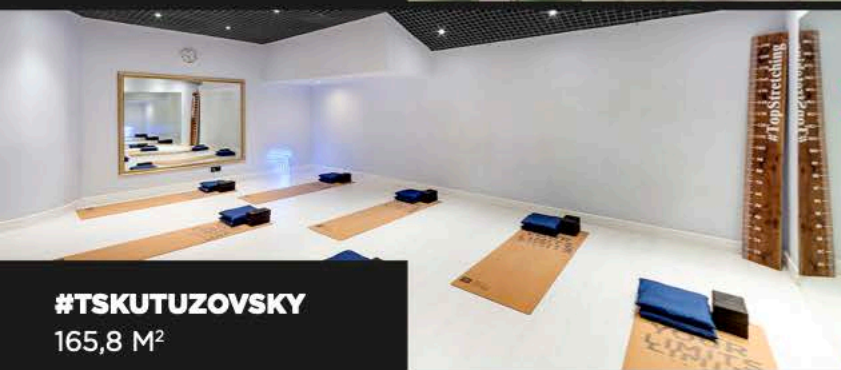
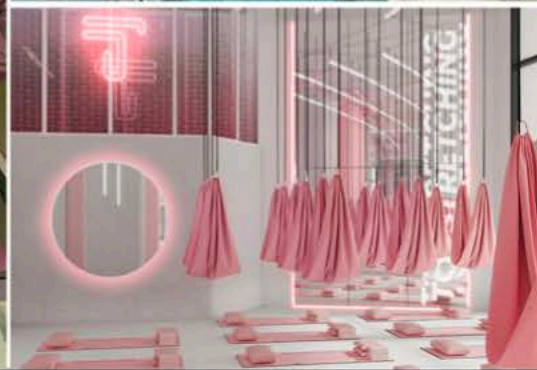
With a large and continuous investment in tech projects within the company, TOPSTRETCHING® franchisees can benefit from comprehensive suite of solutions and apps for their business. An internal intranet, custom built app with more than 200 trainings, systematized training methodology, online nutrition portal, corporate ERP support, fitness examination, custom developed CRM with transparent analytics and attribution models, all power your business with the top talent across the board in all aspects.

METHODOLOGY & ACADEMY

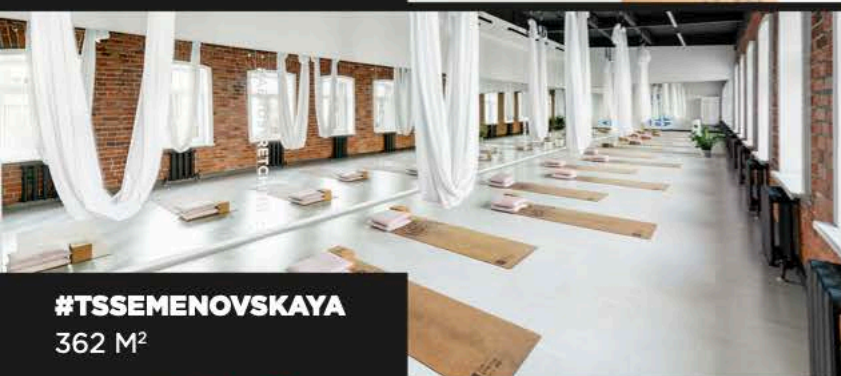
TOPSTRETCHING® has built a full capacity Stretching & HIIT training academy at the headquarters to maintain the leadership positioning within the fitness industry and internalize the sourcing of candidates for a trainer's position in the franchisee's location. The TOPSTRETCHING® academy counts more than 4000 participants and 1000 graduates, making the employee sourcing process for the franchisee extremely easy with centralized access to the database of leading fitness trainers. The unique focus of the training methodology is STRETCHING, HIIT and AEROSTRETCHING® training methods combined with scientific anatomy. Overall, the company offers more than 20 different training systems and provides a database of over 2000 different exercises; hence, the same workout is never repeated.



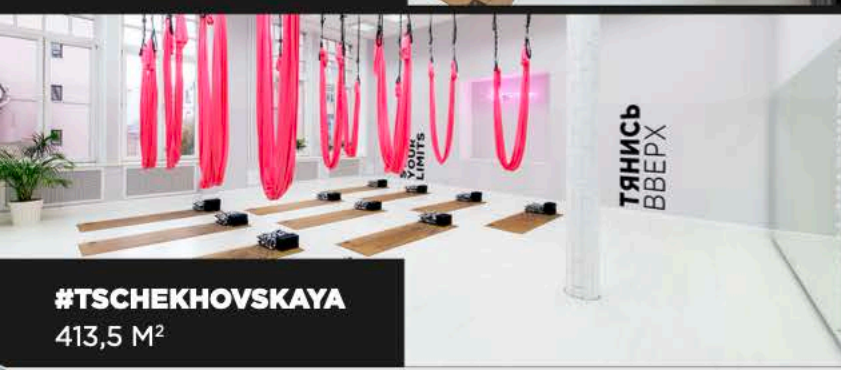
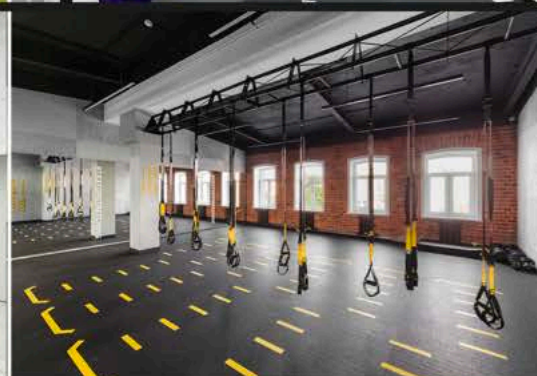
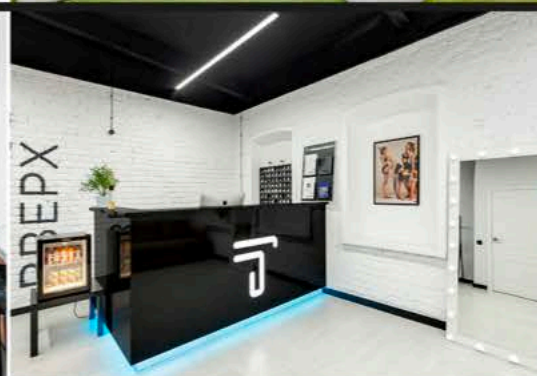
#TSDowntown
570 M²



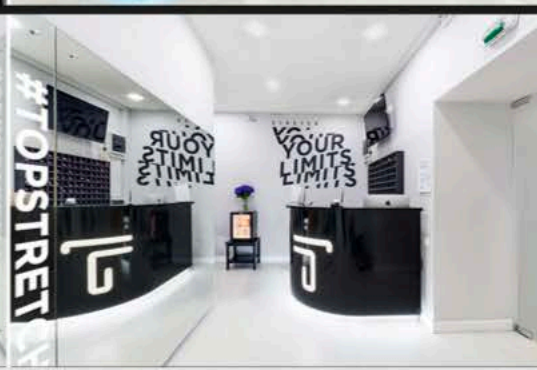
#TSKutuzovskiy
165,8 M²



#TSSEMENOVSKAYA
362 M²



#TSCHEKHOVSKAYA
413,5 M²





OWN MOST MARGINAL FITNESS FRANCHISE IN THE WORLD



TOPSTRETCHING® FRANCHISE



THE GLOBAL OF FUTURE FITNESS FOR WOMEN

TOPSTRETCHING® is a high-end fitness group that offers franchise with easy to set up & manage systems, providing high marginality for an investor. It is one of the fastest growing franchise concepts globally. TOPSTRETCHING® is the franchise phenomenon that is reinventing the global fitness industry. Endorsed by celebrities and relied on professional athletes including Olympic champions, TOPSTRETCHING® is the world's top provider of team-based Stretching & HIIT fitness training for women and one of the fastest growing brands in the fitness franchising industry. The revolutionary approach of exercising puts TOPSTRETCHING® members through a vast array of Stretching & HIIT based workouts within a high-tech, neon and ambient team environment providing an immersive experience that would be relaxing but at the same time intense, fun, and fast, delivering guaranteed results.

BENEFITS

From an investor's standpoint, having a uniquely high marginality, low payback period, advanced marketing assistance, long-term business sustainability, vast operational network support from the company's headquarters, makes TOPSTRETCHING® franchise one of the most attractive business opportunities in the global fitness industry. The turn-key solution ensures franchisees with no business acumen, to succeed in running a successful operation by simply following the TOPSTRETCHING® system. After a low initial investment, all brand files, thousands of content material, equipment, apparatus, technology, full operational manual, and other necessary materials to operate a studio will be sent to your approved franchise location. Management team will simplify the business model by shrinking overheads, streamlining the delivery of proprietary training programs, and eliminating as much complexity in the business backend as possible.

MARGINALITY

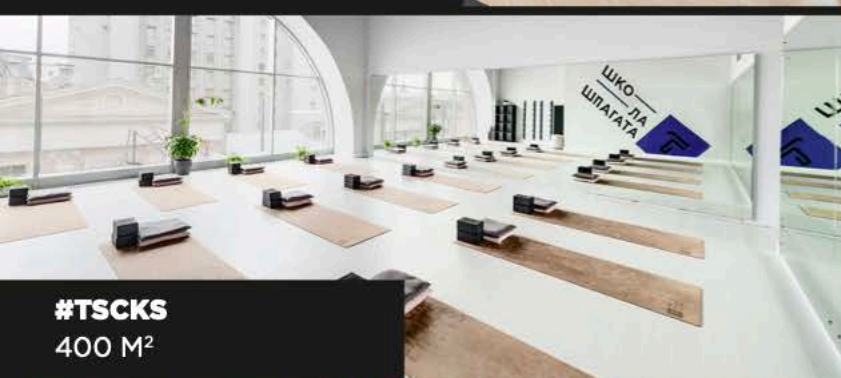
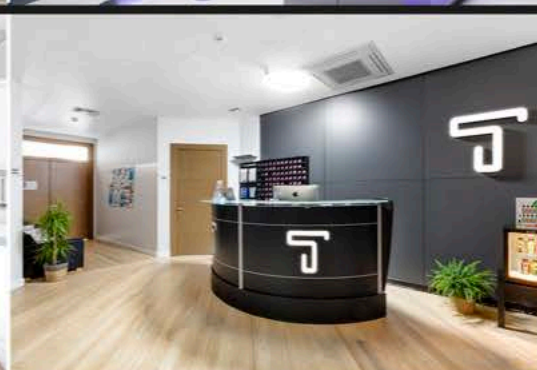
The TOPSTRETCHING® franchise has also reported that margins can go up to 55%, while the industry average in the fitness sector is 9.6%. The main reason for such a high marginality is the low capital expenditure, negligible depreciation, and minimal overheads. Having a very strong niche targeting women only in the fitness sector, TOPSTRETCHING® is competing in a \$37 Billion market with an expected 4.7% growth rate. Considering the margins and annual sales per unit of an average of \$500,000, it takes less than 1 year to recover your investment. With more than 5 times the typical margins in the fitness sector, TOPSTRETCHING® is not only the beacon of flexibility but also a symbol of marginality.



#TSPETROGRADSKIY
330 M²



#TSNOVOKUZNETSKAYA
323 M²



#TSCKS
400 M²



#TSDEPO
750 M²





TOPSTRETCHING STUDIOS



**OPERATIONAL
STUDIOS AS OF NOW**

**OPERATIONAL STUDIOS
AS PER EXPANSION PLAN**

(#) - NUMBER OF LOCATIONS

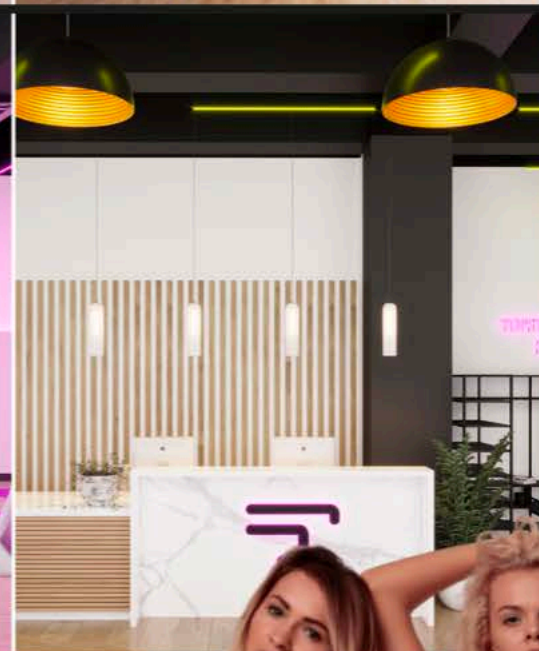
COSMOPOLITAN VOGUE ELLE EL PAÍS marie claire BAZAAR Forbes Entrepreneur Daily Mail Women's Health udn STYLE WOMAN



#TSODINTSOVO
420 M²



#TSMENDELEEVSKAYA
165,8 M²



TOPSTRETCHING®



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PR



STRETCH
YOUR
LIMITS

720 MP



STRETCH YOUR LIMITS



PR

Mum goals! Video of Instagram star gym boss closing her car boot with her heel while holding her 10-month-old daughter sends the internet into a spin

- Influencer and CEO Anna Kanyuk, from Russia, is carrying her daughter Oia
- The Instagram star impressively stretches her leg high above her head
- The video has been viewed nearly a million times with many praising the mother

By JACK NIXON FOR MAILONLINE
PUBLISHED: 16:30 BST, 1 August 2019 | UPDATED: 16:30 BST, 1 August 2019

This is the incredible moment a mother with a 10-month-old daughter stretches her leg to close a car boot with the bottom of her heel.

In the video, shot in Khanty-Mansiysk in Russia, shows Anna Kanyuk, a CEO and Instagram influencer, with her baby Oia.

The footage shows Anna walking to the back of her 4x4 holding Oia in her arms.

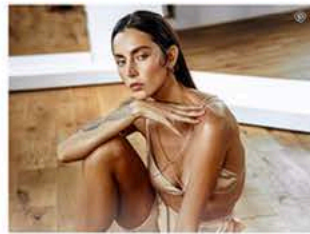


MailOnline

www.dailymail.co.uk

La modelo con las piernas más largas de Instagram bate auténticos récords

Anna Kanyuk volvió a exhibir sus piernas - las más largas de Instagram - para hacer un vídeo de actividades.



marie claire

www.marie-claire.es



udn STYLE

style.udn.com

BUSINESS CONNECT

Dreaming Big: Topstretching ME Co-Founder And Partner German Gussakovskiy Hasn't Let A Pandemic Stop His Ambitions For His Enterprise

Topstretching ME is a fast-growing chain of stretching and functional fitness studios training specifically catered for women in MENA, with a team of professional Russian gymnasts and training instructors.



Entrepreneur
MIDDLE EAST

www.entrepreneur.com

NEWS

Topstretching expands Dubai operations with high-end Topgym club



By Tom Walker 26 Jun 2020



/ Topstretching/Topgym Dubai

Stretching and fitness chain Topstretching has opened a large gym and studio on Palm

HCM

healthclubmanagement.co.uk



WHAT'S ON

whatson.ae

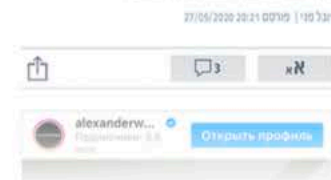
Άννα Κανιούκ: Η Ρωσίδα που κάνει όλες τις δουλειές ανοίγοντας... τα πόδια της (βίντεο)



THEMA

www.protothema.gr

האישה עם הרגליים הכי מפורסמות באינטרנט מכבדת בקמפיין ויראלי



FASHION FF FORWARD

fashionforward.mako.co.il

Qui est Anna Kanyuk, la fitness girl qui fait le grand écart sur Instagram ?



VOGUE

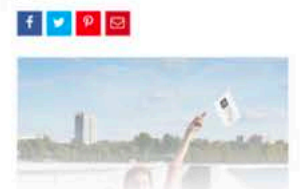
www.vogue.fr



Stretch Yourself To The Max At TopStretching Dubai

Let's Get Physical!

By Staff Writer - September 25, 2019



COSMOPOLITAN
MIDDLE EAST

www.cosmopolitanme.com

SOCIAL



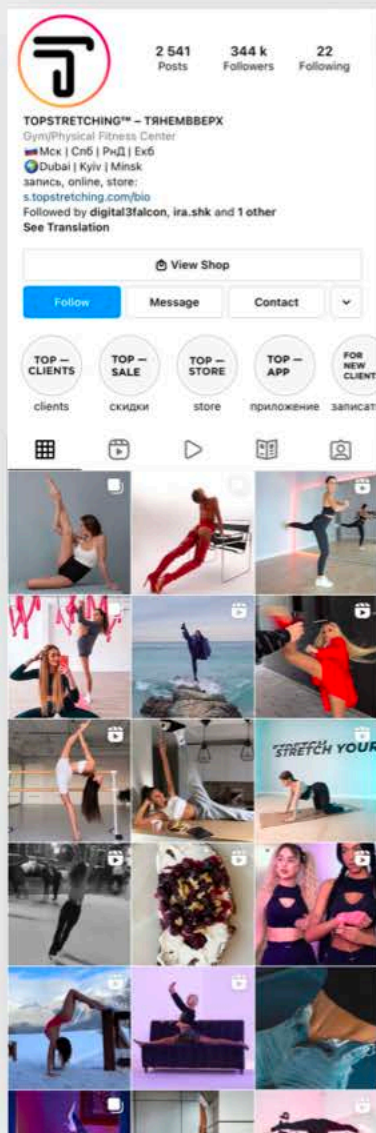


STRETCH YOUR LIMITS

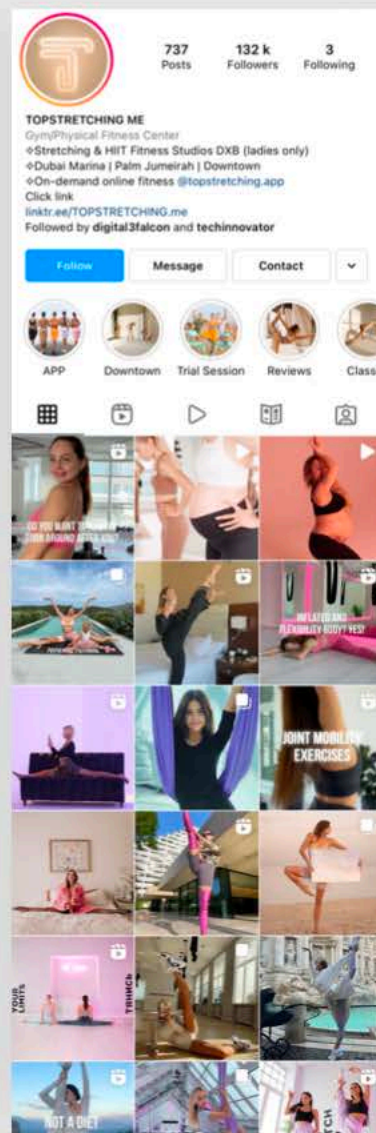


BIGGEST FITNESS SOCIAL MEDIA PRESENCE IN THE WORLD

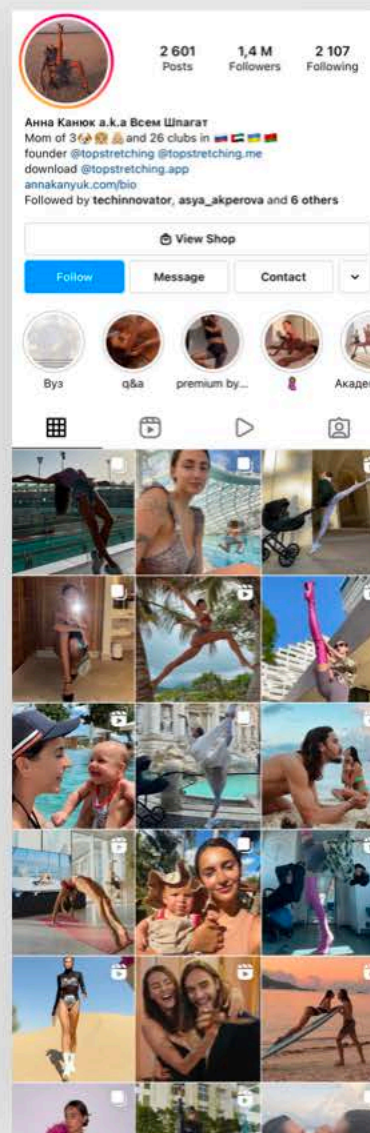
@TOPSTRETCHING



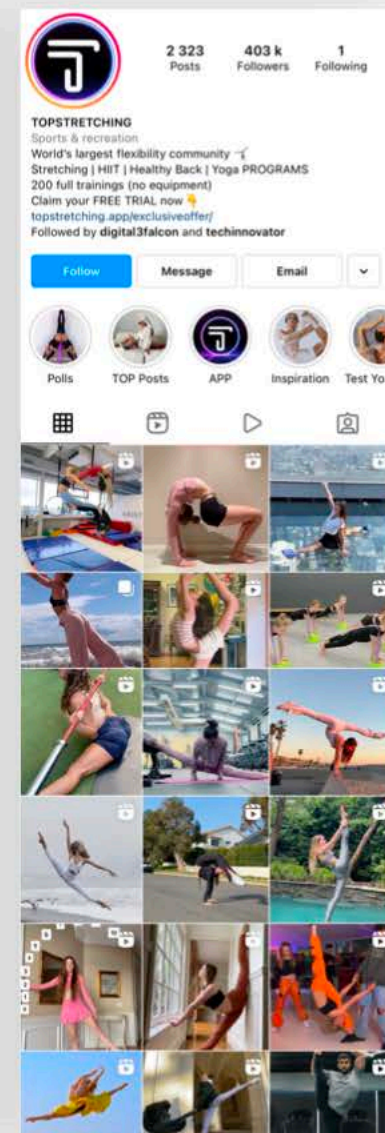
@TOPSTRETCHING.ME



@ANNA_KANYUK



@TOPSTRETCHING.APP



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TEAM!

STRETCH
YOUR
LIMITS



STRETCH YOUR LIMITS



TEAM

GLOBAL MASTER TRAINERS

Master trainer at TOPSTRETCHING® is the highest category of a fitness trainer who has completed at least 10 years of practical training, undergone ten advanced training courses & passed the examination provided by the company. A Master Trainer is not only an expert in the field but also a chosen leader by the TOPSTRETCHING® community. Master Trainers at TOPSTRETCHING® are usually champions in Artistic, Acrobatic, Group and/or Rhythmic Gymnastics with a theoretical and practical training background from the world's leading gymnastic schools. Some of the master trainers have PhD in medical field, making them extremely knowledgeable of human health factors in fitness.



ANNA
KANYUK



ADELINA
LAZAROVA



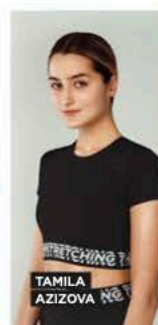
RENATA
DIANOVA



POPOVA
KSENIA



IRINA
VISHNEVSKAYA



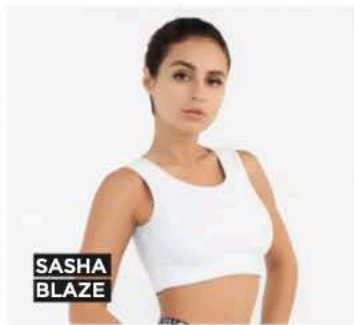
TAMILA
AZIZOVA



BORISOVA
ELMIRA



AIRIN
VISHNEVSKAYA



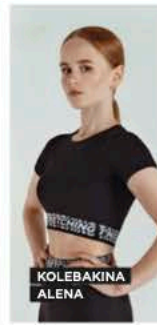
SASHA
BLAZE



ANASTASIA
GORDEEVA



KOZHUSHOK
RUSLANA



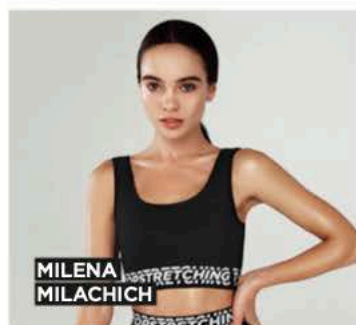
KOLEBAKINA
ALENA



MASHNINA
KATRIN



MEGLINSKAYA
EKATERINA



MILENA
MILACHICH



SOFIA
KISELEVA



GOROBCHENKO
SOFIA



KALYAPINA
IRINA



MAHNO
NATALIA



SHEVCHENKO
VICTORIA



YULIA
RADIONOVA



**WHAT DO
YOU GET**



STRETCH
YOUR
LIMITS



STRETCH YOUR LIMITS



WHAT DO YOU GET



Be Part of the World's First & Biggest Stretching/Functional Fitness Brand



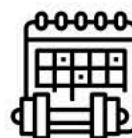
Trademark License



License to Operate



Full Operational Manual



Proprietary Training Program



Ongoing Marketing Support



Database Access to All Marketing Assets

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STRETCH
YOUR
LIMITS



STRETCH YOUR LIMITS



TRAINING & SUPPORT

FREE SUPPORT

- + Site Selection
- + Construction Consulting
- + Procurement
- + Employee Sourcing & Training
- + Operational Support
- + Accounting & Audit
- + Internal Support
- + Ongoing Research and Development
- + Overall Program Oversight
- + Ongoing social media marketing support
- + Ongoing support with marketing assets

PAID SUPPORT

You can opt in for below expert services and products from our long-term partners for an additional charge:

- + MEP and 3D Architectural Design: \$ 5,000
- + Full Equipment Set (Split School, AEROSTRETCHING®, and Functional): \$ 30,000
- + Marketing Management: \$ 2,000 monthly management fee (excluding marketing budget)
- + Call Center Setup & Management: \$ 1,500 monthly, assuming 1 operator and \$ 500 for every additional operator
- + ERP (Enterprise Resource Planning): \$1,000 monthly including CRM, IRM & LMR (Customers, Inventory & Lead Management Platforms)

PHASE I

Training provided at the location designated by the franchisor. TOPSTRETCHING® management will provide the franchisee with approximately Fifteen (15) days of initial trainings at the headquarters or at a location designated by TOPSTRETCHING® management, which will take place approximately 6 to 8 weeks before the franchisee is scheduled to open for business. Phase 1 instruction will be focused on administrative, operational, and sales/marketing matters. It will also include a liberal amount of on-the-job training. This training will be provided to the franchisee and Two (2) to Three (3) designated attendees.

PHASE II

Training provided at the franchisee's location: on-site training typically takes place when the franchisee commences operations. TOPSTRETCHING® experienced trainers will provide on-site training for a period of Ten (10) to Fifteen (15) days to assist the franchisee in the commencement of operations.

PHASE III

Evaluation & Progress Training: TOPSTRETCHING® management team will arrange a comprehensive training to analyze the results achieved by franchisee and support in strategies to grow further. This training usually lasts Six (6) days and takes place 6 months after commencement of operations.



FEES & INVESTMENT.

STRETCH
YOUR
LIMITS



STRETCH YOUR LIMITS



FEES & INVESTMENT

The required size of the TOPSTRETCHING® studio is 1,500 - 5,000 square feet.

The initial investment for an individual unit ranges from \$ 150,000 to \$500,000, and this includes Franchise Fee, Training Expense, Complete Fitout of the Outlet, Full Equipment Set, 3 Months Working Capital, 3 Months Rental Deposit & Payment, and Others.

INITIAL FRANCHISE FEES:

Franchise Term: Ten (10) years with option to renew

Establishment Fee (Individual Franchise Unit Rights): **\$ 55,000**

Legal Administration Fee: **\$ 2,000**

Pre-Operating (Marketing Budget Only): **\$ 7,000**

ONGOING FRANCHISE FEES:

Monthly Royalty Fee: **\$ 2,000**
This is the contribution to the fund of TOPSTRETCHING® brand or 6% of Gross Turnover*

Monthly International Marketing Fund Fee: **\$ 500**
This is the contribution to international marketing fund or 1% of Gross Turnover*

Monthly Local Area Marketing: **\$ 1,500**
This is the contribution to local area advertising efforts or 2% of Gross Turnover*

* Whichever is higher



**NEXT STEP
TO PROCEED**



STRETCH
YOUR
LIMITS



STRETCH YOUR LIMITS



NEXT STEPS



■ STEP 1

Franchise Evaluation Form: complete the franchise application and submit it to us at franchise@topstretching.me. We will review all your information and get in contact with you to schedule a follow up meeting.

■ STEP 2

Sign the NDA (Non-Disclosure Agreement): After the meeting, our company requires a signed NDA, to disclose all confidential information with you regarding our business, allowing you to conduct a proper due diligence and a market feasibility study.

■ STEP 3

Research and Due diligence: learn more about our business by requesting our financial statements, financial models, location tours, and all additional details linked to company and its operations.

■ STEP 4

Sign Lol (Letter of intent) & Term sheet: After you have conducted your research, we would need a signed Lol and Term Sheet to establish the seriousness of your intent. Kindly note that this is a non-binding formal process, which grants you the right to reserve the selected geographic territory for 30 days.

■ STEP 5

Sign the Franchise Agreement: Once you have finalized the terms of the agreement and have been approved as a franchisee, you would need to sign our franchise agreement and we would be pleased to welcome you in our big business family.

■ STEP 6

Launching your business: we will jointly select the studio location, build the team, schedule trainings, and prepare pre-operational marketing infrastructure in order to have a successful launch and future operations.



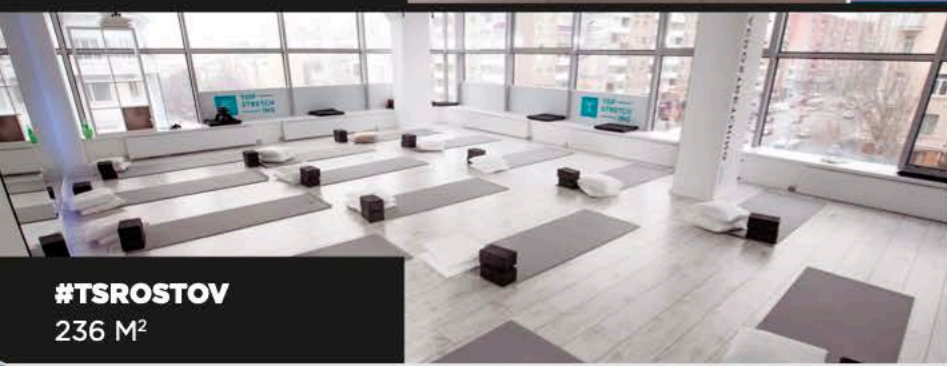
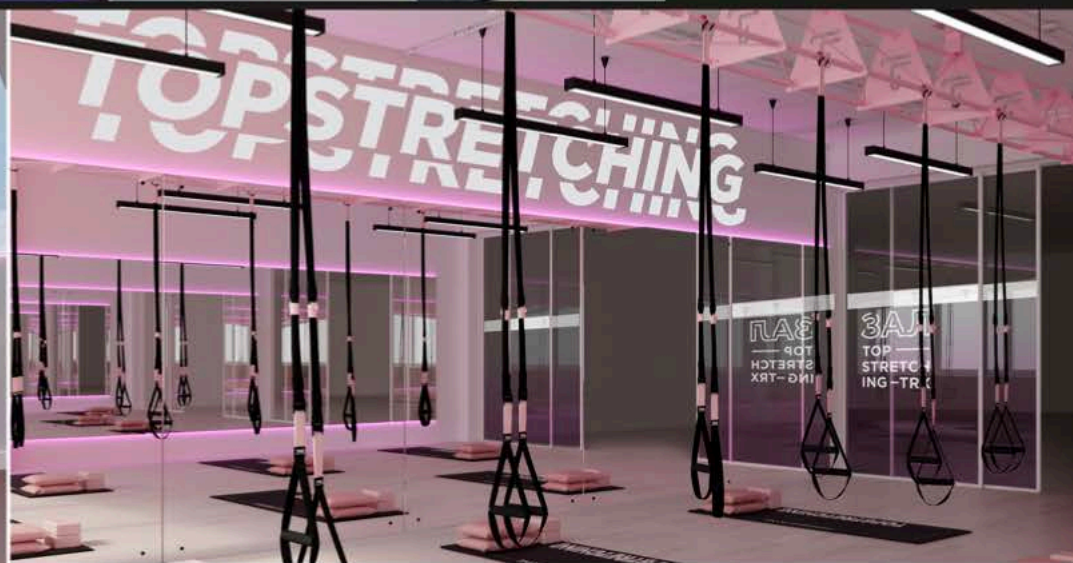
#TSMINSK



#TSKIEV



#TSTROPAREVO
650 M²



#TSROSTOV
236 M²



#TSLIGOVSKY
265,5 M²



PARTNERS

STRETCH
YOUR
LIMITS



STRETCH YOUR LIMITS







Regional Office (MENA)

Address: Unit GM2, Mezzanine Floor Golden Mile 7,
Palm Jumeirah Dubai, United Arab Emirates

Corporate Mob 1: +971 (58) 500-00-88
Corporate Mob 2: +971 (58) 500-00-22
Corporate email: info@topstretching.me

 www.topstretching.me  @topstretching.me

Head Office (CIS)

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Fax: +7 (495) 120-58-88
Corporate email: info@topstretching.com

 www.topstretching.com  @topstretching

OLID CONTACTS