



Franchise Information Memorandum

Master Franchise Opportunity

***fit*20**[®]
Fit in 20 minutes per week

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Welcome to the fit20 Master Franchise

fit20 is a rapidly growing global franchise for personal health and fitness. It is unique in its approach to health and fitness: clients significantly improve their health and fitness by training just 20 minutes per week, always by appointment with a certified fit20 trainer, in small-scale studios.

Since the start in 2009 in the Netherlands, it has stood the test of time. Launched in Europe in 2017 and expanding further, it has more than 150 studios operating in Europe, Asia Pacific and the USA in 2020.

Master Franchisee profile

- experience or familiar with franchising outgoing personality, excellent communication skills and a good command of English
- willing and able to put in the hours and hard work necessary in the initial phase
- brings out the best in the fit20 franchisees and their personal trainers
- has an excellent network and the drive to continue growing it
- has (access to) capital to invest is prepared to build the business from a 10-year perspective

fit20 Master Franchise opportunity

Moving forward on the path of international expansion, the fit20 franchise offers an unparalleled business opportunity with huge future potential. It serves a very large segment of the population i.e. the vast majority that knows it should partake in some kind of fitness but hasn't found a way to actually do so. This segment consists of both professionals in high demand jobs as well as the growing aging population. fit20 offers a unique training which improves health and fitness in a feasible way therefore guaranteeing long lasting client membership. As such fit20 secures a long term opportunity for the franchise owners. We now offer exclusive rights in your Master Territory with the outlook on a substantial Master income stream.

fit20 explained

fit20 is a rapidly growing personal health and fitness hard franchise originating from The Netherlands. fit20 provides personal training services for individual clients in modern, clean and cooled studios. It combines optimal personal convenience with superb health benefits for its members.

Traditionally standard fitness gyms typically serve less than 20% of the general

population. fit20 aims at the other much larger group of over 80%. In this group people of 40 years and up are highly represented. fit20 is personal, pleasant, safe, very time efficient and extremely effective in terms of fitness and health benefits. The once a week program provides the perfect solution to the challenge of maintaining personal health and fitness and having a busy lifestyle, and/or the difficulty of keeping up a weekly health and fitness regimen.

The fit20 studio explained

fit20 provides a personal training service in an attractive, modern, clean and cooled boutique studio.

A fit20 studio footprint requires on average 80 sqm. As there are just a few architectural layout requirements there is optimum flexibility and efficiency for the development of a new fit20 studio. Assistance with customising studio designs and layouts including floor plan drawings and signage designs is provided by fit20.

What makes fit20 unique?



Personal Trainer

- Affordable and highly effective personal training
- Personal trainer makes all the difference
- 20 minutes personal attention for clients



No need to change

- Slow speed training and conveniently cooled studios
- No need to change or shower
- Clients train in everyday clothes



Privacy and peaceful

- Members enjoy privacy and tranquillity
- Studios are quiet, inviting, peaceful and clean
- No distractions, no mirrors, no TV screens, no music



Alone or together

- 20 minutes of effective focus
- Training together is an economical option
- Training together helps clients stay motivated



Guaranteed results

- Members notice improvements within a few sessions
- Weekly performance is tracked on fit20 app
- Scientifically validated training for health and longevity



Always by appointment

- Weekly training appointment helps clients stay committed
- Rescheduling is always possible: 100% value for money
- Continuous positive change



Location criteria

Studio location is to be approved by fit20 according to studio selection criteria. Inventory list of specifications of equipment, furniture, fixtures and fittings will be provided.

Optimum fit20 locations

- Business parks
- Office buildings
- Health centers
- High streets
- Golf clubs
- Shopping malls

Studio space

- Approx. 80 sqm

Studio design

- Straightforward
- No locker rooms
- No showers

Cool temperature

- Studio conditioned at 17°C

Studio unit economics

A single fit20 studio business offers great unit economics. Typically break-even is achieved during months 6 to 7, at around 80 to 90 members. The first year after opening studio growth should be at 100 members or more. During year 2 membership can grow to 150 and in year 3 membership to 200 at which point the studio has become very profitable. Return on investment is usually 2 to 3 years. Studio growth potential: a fit20 studio offers a capacity of at least 300 members. The largest studio today has approximately 375 members. At this point the largest multi-unit owner has nine fit20 studios.

Master Franchisee training and support

Initial training

The Master Franchisee (MF) is offered an extensive initial and ongoing training. fit20 encourages 2 to 3 members of the MF's team to attend as well.

The MF's training follows carefully scripted on-boarding procedures. The fit20 support team guides the MF along the script to ensure all activities and milestones are accomplished in a timely manner.

Staff

Initial and ongoing training for Personal Trainers, Studio Managers and Studio Owners is facilitated by the fit20 Academy and is available to the MF. The fit20 Academy is the fit20 expertise center and offers online and offline training. The MF Academy training requires 15 hours of online education and several days of practice in a fit20 studio.

For the first studio fit20 offers a one week onsite support program for the pre opening and official opening launch event as well as periodic on-the-job training.

Ongoing support

The MF will receive ongoing support and training when needed. The following support is included in the Franchise Licence.

- Ongoing business development and operational support through telephone and video conferencing is provided.
- Advice and guidance in relation to launch annual marketing program and local studio marketing plan, website, design, and artwork.
- Periodical review of financial auditing and yearly update of business plan.
- Ongoing development and maintenance of fit20 website.
- Ongoing market research and introduction of new products or services, promotions and marketing ideas.
- Support in relation to the design of e-media, collateral, marketing items and newsletters.
- Ongoing access to marketing and promotion template materials.
- Assistance with supply and customisation of software programmes such as CRM, membership administration, accounting, reporting and others.

Testimonials



"Since September 2013 I train at fit20 in the Netherlands. I hate gyms so fit20 is a perfect solution for me. The training is short and powerful and the fit20 studio is close to where I live. So it takes me little time. The fit20 iPad application shows the weight I now push away with my arms and legs compared to the first time and it is beyond question that I've become much stronger."

Michiel van Haastert (59 years) - Doctor and fit20 client

"I look forward to my weekly sessions and it compliments my daily yoga practice perfectly. At first I was sceptical about the training, but it really works. So much so, I became a franchise owner and haven't looked back since!"

Mark Appleby - Franchise owner fit20 UK Stocksbridge



"My first studio has steadily grown and I am about to open my second studio. It's exciting and satisfying to build a scalable franchise in a growth industry that will allow me to have the lifestyle I have always wanted."

Kieran Igwe - Franchise Owner fit20 UK Leeds

"fit20 appealed to me because improving the quality of lives of others, whether it's our clients or the FO's and their team. it's at the core of this business. I felt excited about the science backed training and the niche market that fit20 operates in, which perfectly suits our aging population and our busy modern life styles. Without having a specific business background, the proven fit20 business model and supportive Franchise organisation gives me the support I need."

**Catharine Flislijn - Master Franchise Owner
New Zealand**



fit20
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Next steps

If after reading this memorandum you want more information, please have a look on our website or contact us directly. The next step will be having contact with room for questions and more detailed presentations.

If you wish to pursue the process of becoming a Master Franchise Owner we suggest making a trip to the Netherlands to meet in person and to become acquainted and comfortable in working together. There is no substitute for personally visiting fit20 Headquarters to meet the team and to experience the fit20 training. This offers a unique opportunity to obtain a real fit20 experience!



Speak to you soon!
fit20.com