



MAYWEATHER

BOXING+FITNESS



CREATED BY THE MOST SUCCESSFUL BOXER OF ALL TIME, MAYWEATHER BOXING + FITNESS DELIVERS AN IMMERSIVE TRAINING EXPERIENCE, UTILIZING INDUSTRY-LEADING PROGRAMS, TECHNOLOGY & CONTENT.

“I created a billion—dollar brand through the sport and business of boxing; and I am excited to be now building Mayweather Boxing + Fitness into the same global phenomenon.”

Floyd Mayweather, Jr.



MAYWEATHER BOXING + FITNESS

Mayweather Boxing + Fitness became one of the fastest growing new fitness franchises ever.

Launching in 2018, the franchise took off like a rocket.

With just 5 gyms open at the start of COVID, we now have over 100 franchises, including marquee locations in New York, Los Angeles, Chicago, Dallas and Nashville.



WE ARE RANKED #1 BOXING FRANCHISE IN THE WORLD BY ENTREPRENEUR MAGAZINE

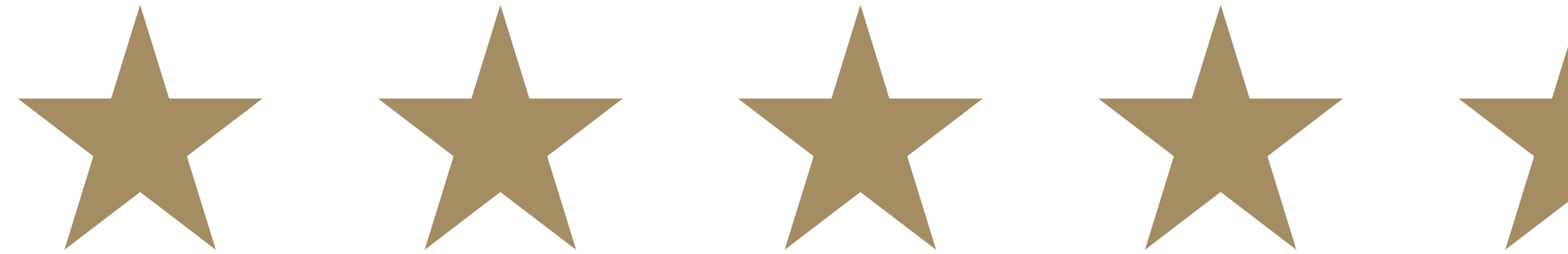


- The Entrepreneur Franchise 500 is the most comprehensive, well-respected, and widely-referenced guide to franchises in the world.
- Mayweather Boxing + Fitness shares the top spot with global franchise powerhouse winners in other categories, including McDonald's 7-Eleven, Marriott, Taco Bell, Dunkin, UPS Store.

“Ranking #1 in category again this year is an especially impressive and well-deserved achievement for Mayweather”

Members Love Mayweather Boxing + Fitness

4.5+ Stars on Google



3,000+ Total Ratings

“Mayweather is an incredible gym and it’s such a great community!”

“Everyone is so positive and it’s really become an amazing community for me to be a part of!!”

“We love this place so much. After one week we decided we’ll do it FOREVER!!!!”

Net Promoter Score of 86%

Significantly higher than industry average of 39%



Brand Videos:

- [Mayweather Boxing + Fitness - Brand Story](#)
- [What You Can Expect in a Class](#)
- [Floyd Mayweather and James Williams, CEO](#)
- [Floyd Reacts To Member Testimonials](#)





THE FORMULA

Floyd founded Mayweather Boxing + Fitness to give consumers a glimpse into his iconic workout routines, adapting fitness programs for the general consumer to be able to actively participate and benefit from.

Floyd's dedication and commitment to excellence are the basis for everything Mayweather Boxing + Fitness does.

Mayweather Boxing + Fitness is supported by a team hand-selected by Floyd from the very best in the fitness and franchise industries – and has developed best-in-class systems and process to support the long-term success of our global franchisees.

Our Classes

Mayweather Boxing + Fitness is an inclusive, high-intensity fitness experience developed by the Champ himself. Our members learn from Floyd's techniques and training regimens to get in the best shape of their lives.

45 Minute Classes:

Each class consists of 12 rounds, with 2 warm-up rounds, 4 bag rounds, 4 floor rounds and 2 core / stretching rounds.

Our Members:

Burn upwards of 1,000 calories in our classes.

Our Program:

Developed throughout two decades of Floyd's career, we provide the most effective group boxing instruction in the market.

Anybody Can Do It:

Whether our Members are everyday athletes, young professionals, or stay-at-home-parents, for 45 minutes a day, they become Champions.





Our Competitive Advantage

Brand:

Leveraging our household-name brand, our franchisees generate immediate awareness and buzz around their business to drive faster growth.

Product:

Using Floyd's own workouts, our members burn more calories and achieve better results.

System:

Utilizing our simple model and easy-to-follow processes, you get to spend more time focusing on growing your business.

Technology:

Providing a totally differentiated member experience through next-generation technology – including our Virtual Reality training, heart-rate monitoring system and digital fitness app.

Support:

Delivering best-in-class support. Our experienced leadership and operations team is dedicated to fully supporting the success of each of our franchisees.

Revenue Streams

Core recurring revenue model with strong additional income opportunities.

Memberships.

Focus on monthly memberships for valuable subscription revenue stream.

Personal and Small Group Sessions.

Additional income through members training with your Mayweather Boxing + Fitness coaches.

Retail and Merchandise.

Mayweather Boxing + Fitness franchisees have the right to sell Mayweather apparel and fitness products to further capitalize on Floyd's brand.



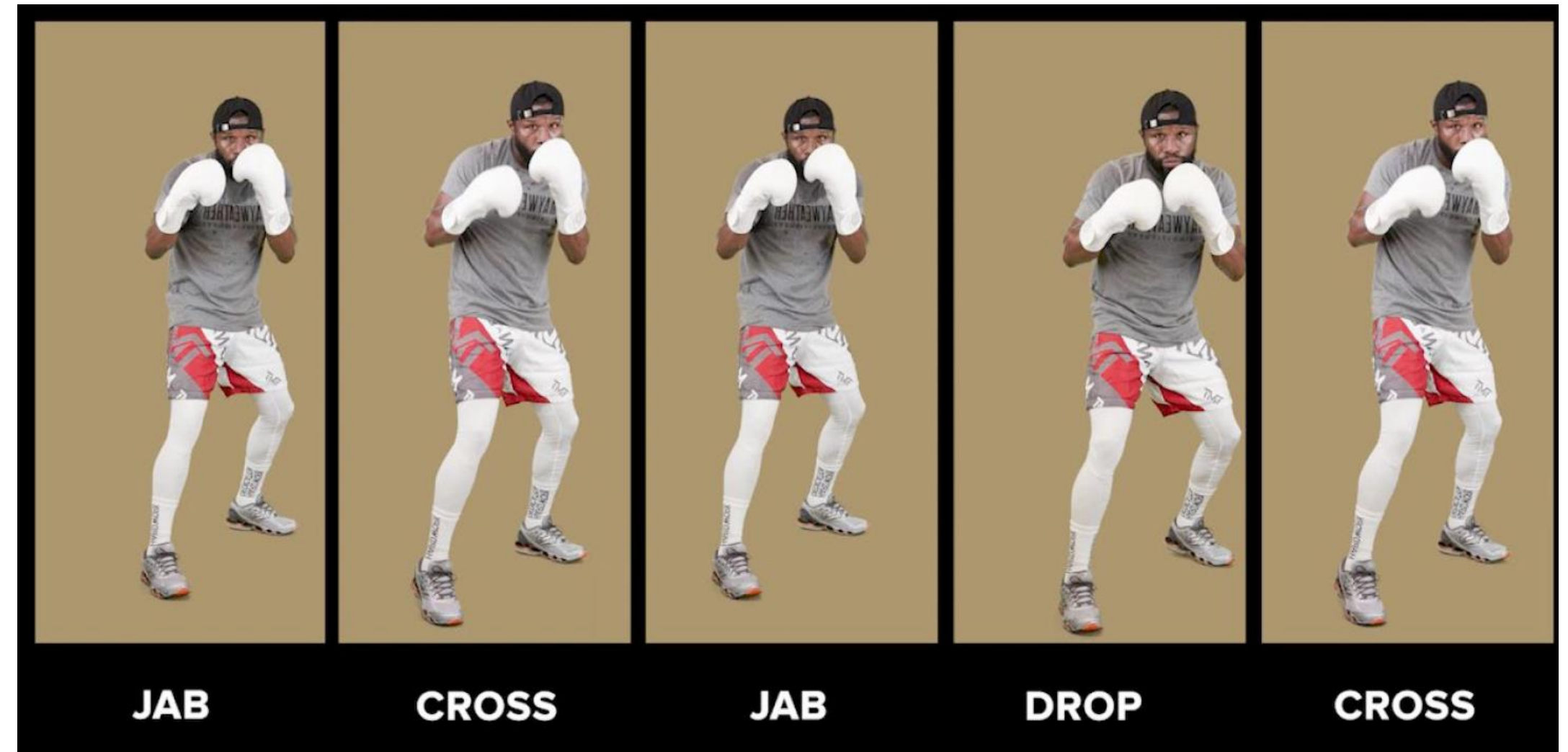
ARCHITECTURE & FLOOR PLANS



- 1,800 – 3,000 square foot fitness studios.
- Clean studio layouts and an easy-to-implement programming system.
- Designed to create optimal member experience and drive revenue and profitability.
- Bag rack, functional fitness equipment, floor stations, lobby and bathrooms.

EXPERIENCE, BRAND & INNOVATION

- Floyd filmed all of boxing combinations used in our classes so that Floyd himself leads our members through the workouts via smart screen videos.
- As a truly differentiated marketing offering, we have also developed a Mayweather Virtual Reality game:
 - While our in-studio offering is all about physical classes, the VR is used as a marketing tool for members to engage with a virtual Floyd outside of class times - [Click To Watch VR In-Studio »](#)
 - We also create local partnerships with sports, fitness and lifestyle brands for in-store VR Activations to drive sign-ups to our gyms - [Click To Watch LuluLemon VR Activation »](#)



FRANCHISE MEDIA COVERAGE



Mayweather’s passion for his gyms is obvious, and so is his passion for introducing people to boxing and all its benefits.

Floyd Mayweather Enlists Joakim Noah As Fitness Franchise Grows At Record Clip.

With over 100 units in development in the U.S. and new franchisees being signed seemingly every other day, it’s safe to say that Mayweather Boxing + Fitness is carving a firm place in the fitness franchising industry.



Fitness buffs lined up to try the challenging cardio and strength-building circuit, which made Mayweather the most dominant boxer of all time.

**CLUB BUSINESS
INTERNATIONAL**

A bold and serious new contender in the boxing-franchise arena is Mayweather Boxing + Fitness (MBF), created by boxing great “Pretty Boy” Floyd Mayweather, Jr.



Mayweather has built his name, and ultimately brand, without entering into any licensing agreements throughout his career – until now.



BENZINGA

The Mayweather Boxing + Fitness brand is highly focused on adaptation, innovation and evolution.



It isn't just a chain with Mayweather's name slapped on to it, it's a brand that he's built around his well-earned legacy and reputation as an athlete — the fitness classes are just an embodiment of that.



The flagship studio launched in Los Angeles in 2018, and that location has seen tremendous success.

FORTUNE

Floyd Mayweather, the business guru...announced plans to open Mayweather Boxing + Fitness, a series of gymnasiums that utilize the champ’s routines for boxing-based fitness classes.

HYPEBEAST

Known as Mayweather Boxing + Fitness, the Los Angeles studio serves as a tech-enabled gym with the best-in-class fitness programs.

Forbes

The success of leveraging Mayweather’s name illustrates the power an athlete’s personal brand can lend to an upstart business.

TheStreet.

You too can train like boxer Floyd Mayweather... 500 brick-and-mortar locations are expected within five years.



The launch of the gyms...will mark the first time Mayweather has ever shared his techniques. It’s also the first time he’s put his name to a licensing deal.

International Structure

Mayweather Boxing + Fitness
is accepting applications from
leading international groups.

International partners acquire exclusive license and franchise rights in defined territories as Master Licensee.

Our international partners run all operations in their Territory.

Ongoing branding, marketing, programming and support provided by Mayweather Corporate.

Our international partners are able to capitalize on significant franchise and consumer demand for Mayweather-branded gyms in their Territory.



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