The Future of Fitness

Motivation. Innovation. Results.
Owning an F45 Training franchise gives you the opportunity to create financial freedom and enjoy an enviable work/life balance while improving people’s lives.
F45 Training is the franchise phenomenon that is reinventing the global fitness industry. Endorsed by celebrities and relied on by professional athletes, F45 is the world’s top provider of team-based interval training and one of the fastest growing brands in franchising.

Our revolutionary approach to exercise puts F45 members through an unlimited array of circuit-based workouts in a high-tech, team environment to provide a totally immersive experience that is fun, fast and guaranteed to get results.

So much more than a training system, F45’s highly profitable business model is winning the support of investors from all over the world, prompting an explosion in network growth of 750 outlets in 22 countries. Armed with the simplest, smartest business system in the fitness industry, F45 franchisees bypass so many costly overheads that cripple traditional gym operations and completely eliminate time spent on many of the unnecessary distractions that plague business owners, so they can focus on value-added tasks that supercharge their profitability and improve their lives in the process.

Foundations of F45’s Philosophy

1. SIMPLICITY
2. INNOVATION
3. RESULTS BASED
4. COMMUNITY
5. ENJOYABLE
“Forget CrossFit – there’s a new super workout on the block.” Men’s Health

At F45, we believe that the best training is simple, effective and, most importantly, enjoyable.

Drawing on a bank of over 3,000 exercises from a diverse range of popular training techniques, F45 specializes in high-intensity team training sessions that change daily. Regarded by industry professionals as some of the most innovative workouts in the world, these hugely addictive sweat-fests are designed and rigorously tested by the world’s most accomplished trainers to ensure they work every muscle group and energy system in deliberate phases throughout the year.

Each class is energized by qualified F45 instructors and enhanced by a high-tech backdrop consisting of real-time heart-rate monitoring and F45’s very own patented exercise TV technology and even live DJs to ensure our members leave exhausted and exhilarated but wanting to do it all over again!

Training in a dynamic team environment also introduces a social dimension to the experience and a sense of connectedness amongst members that aren’t available at traditional gyms. The inspiration and rewards delivered by F45 galvanizes our members to the brand and each other; so much so that F45 Training is more than just a workout; it’s a community and a sanctuary.

NOTE: You don’t need to be a fitness professional to own an F45 Training studio, with most franchisees applying the skills and experience they’ve developed in other industries to set up their own business and become their own boss.

F45’s workouts are made as enjoyable as possible, ensuring you remain motivated and train regularly and consistently. The end result for the F45 member is a sweat-drenched physique that is lean, strong and athletic, and a smile from ear-to-ear.

It’s not like a sterile gym, it’s a lot more intimate. You’re not surrounded by strangers, you’re training with friends.
3. Business System

At F45 Training, simplicity is at our core, and we’ve built our business around it.

We simplified our business model by shrinking overheads, streamlining the delivery of our training programs, and eliminating as much complexity in the business backend as possible.

We even made the process of launching a new studio so easy that we could open all over the world – and we have.

It’s this constant focus on simplicity and innovation which inspired a revolutionary new business model that sets a new standard for operational efficiency and financial performance.

Fundamental to the business case for owning an F45 Training franchise is the ability to generate a substantial income off a relatively low capital base, and minimal additional resources required to do this.

Instead of relying on large floor spaces, clunky and expensive equipment, and an army of staff to run the business, F45’s modest requirements let our franchisees set up quickly and easily, and our business training and systems help them to grow fast.

F45 franchisees are provided with:

- Daily training programs, developed by elite programmers
- Exclusive rights to use the acclaimed F45 business system in territory
- Extensive coaching on the F45 business system, including customer acquisition and retention
- Regular marketing opportunities to leverage the profile of the world’s fastest-growing fitness brand
- Regular opportunities to connect with fellow franchisees to share ideas and best-practices
- A global support model

This assistance allows franchisees and their staff to avoid a lot of the renowned pitfalls of gym ownership and focus their energy on the key growth drivers in their business.
Press Coverage

Australian Financial Review

UK Property Week

US fashion blog Stylecaster

Ambassadors

Terrell Owens NFL wide receiver

English Rugby Player James Haskell

Harrison Barnes of the Dallas Mavericks

F45 Franchisees can regularly leverage press coverage, ambassadors and activation events for their own benefit.
The Leaders in Fitness Technology

As a true pioneer in the fitness industry, F45 Training seeks to incorporate the best in digital technology to deliver the most engaging, innovative workout in the world.

Information technology permeates every aspect of the business. Inside the studios, patented F4STVs afford trainers unprecedented levels of control and consistency when it comes to delivering the each workout. And real-time heart rate monitoring and gamification software ensure members get a high quality training experience every time. Outside, smartphone apps and online nutrition portals have been painstakingly developed for the sake of member convenience, while our fully-automated back-end infrastructure lets franchisees spend more time focusing on the key value drivers in their business rather than being consumed by hours of admin and paperwork.

Smartphone Apps

Smartphone applications give our members convenience and peace-of-mind by allowing them to book their place ahead of class time anywhere at anytime, thus eliminating the risk of turning up to an oversubscribed class and not being able to train.
F45TV
Our very own patented technology combines the daily workout with a streaming video demonstration of each movement, an interval timer and the room layout to provide a single integrated platform that seamlessly guides members through the workout and empowers F45 instructors with greater control over the details so they can focus on providing the highest quality service possible for members.

F45 Lionheart
F45 members and trainers have the ability to accurately track performance in real time by monitoring their heart rate, total calories burned and effort points. Personalized workout reports are emailed straight after class, ensuring member engagement extends well beyond the studio.

F45 Game Day
Training used to make you play better on game day. Now F45 Training helps you play better on training day.
F45 Training is pioneering the adoption of game play into exercise to enhance engagement and ensure our members get the most out of every workout. The revolutionary F45 “Game Day” platform uses rules and point scoring to create physical challenges among members, both inside the studio and across social media platforms. At F45, every day is Game Day!
F45’s Challenge Portal
F45’s Challenge Portal offers meal plans, shopping lists, goal tracking and webinars to help every participant reliably navigate the crucial role that food and exercise plays in a healthy lifestyle.

F45 Playbook
Franchisees are supported at every step with a single digital hub for operations support. With everything from launch pathways, marketing, administration and accounting right through to in-studio software applications, education and F45 Instructor support, franchisees have round-the-clock access to all the information they need, right at their fingertips.

F45FM
The greatest workout requires an awesome playlist! F45FM is the network’s own digital radio station broadcasting the freshest, DJ-produced mixes complete with F45 Ambassador voice-overs and branding throughout to create a high-energy environment inside every F45 Training studio.
5. Financials

A world-class workout supported by a business model that is simple, inexpensive and highly-profitable; that’s the F45 proposition.

By selling a highly-popular fitness product that generates substantial recurring revenue with smaller floor space, less equipment and fewer staff than our competitors, F45 has set a new gold standard when it comes to investing in the health and fitness industry.

F45 Training studios are inexpensive to set up, easy to run and can be adapted to any market. And designed to generate a substantial income stream for the franchisee within the first year of trading.

- Modest initial outlay secures equipment, fit-out, training and software
- Cash flow positive within first 3 months of trading
- Substantial recurring income within 12 months
- Initial investment repaid within 18 months.

F45 is the superior business model. With just a modest initial investment, F45’s intelligent business model has been intelligently engineered to generate positive cash flow in just three months of trading, repay the initial investment within 18 months and generate a substantial recurring income stream for the franchisee.

The running costs of F45 Training studios are not only relatively low, they are also largely fixed, making them easy to forecast into the future and requiring very low member numbers for the business to break-even.

The following table of indicative costs and estimates are subject to change without notice. Actual costs will only be determined when a specific location is identified. The size of the facility, it’s fit-out requirements and the location will all affect costs.
6. Testimonials

F45 Owner/Operator
Gregg Rutlege
Ex-Business & Marketing Manager, Owner F45 Training Celina, Ohio USA

“I’ve always been very passionate about my personal health and fitness. I played organized sports throughout my life which became the foundation of my understanding of the importance of working out and benefits that come from it. Before F45 I had become very involved with CrossFit. Being a former athlete I quickly dove into it and even competed at some regional events. As time passed I started to recognize elements within CrossFit that became more and more unsettling. I stepped away from it and began looking for something else and that’s when I found F45. I immediately knew after learning about F45 and watching the promo video it was going to be a success and I needed to be a part of it. A year after that I opened the 1st U.S. location in Ohio and quickly realized that F45 was exactly what people were wanting and not getting. F45 has changed my life but more importantly I’ve been able to change so many other lives. The future of fitness is F45 Training and my future is brighter because of it.”

F45 Investor
Beau Champion
Ex-professional athlete, owner of F45 Training Matraville & F45 Training Chatswood

A sporting injury was the catalyst for Beau to seek the right business opportunity that would provide for him in retirement.

“After sustaining a career-ending injury, I needed a simple, profitable business that was quick and easy to set up and would provide for me in retirement. F45 provided all the training, support and coaching I needed to get the business up-and-running, fast. I was breaking even after the first month of trading, and within six months the income I was generating enabled me to buy another studio.”
Having climbed her way to the top of the corporate ladder, Jane was ready for a new challenge. Inspired by her passion for health and fitness, Jane was looking for a proven business model which offered substantial upside income and better work/life balance:

"I absolutely love my new life!! After 20 years of traveling for work every second week, working long hours and pretty stressful targets, it is so refreshing to feel in direct control of growing something from scratch and I get to exercise every day for free with the world’s best training...what’s not to love?! I am so much more present for my family and my children love coming and helping check people in for classes and talk to members. Our territory is very family oriented.

I used to work with some pretty amazing people and I was very worried I would really miss having business conversations in a corporate environment. Instead I now enjoy meaningful conversations with members and the excitement of sharing the day to day success of seeing people get results from their training. I was quite emotional when I congratulated our first 8 Week Challenge member who has struggled with her health and fitness for some time. I have fantastic trainers and we truly operate as a team which I thoroughly enjoy.”