



**NO BETTER TIME
NO BETTER BRAND**



From the beginning, it's been our top priority to create a team that is passionate not only about fitness, but also about community, integrity, and mental strength. We've hand selected individuals cut from the same cloth, hungry for growth and opportunity, and coached them to embrace the power of freedom.

Amped Fitness has single handedly created a culture where victim mindsets have no place.

Overflowing with friendly, enthusiastic staff, our clubs radiate high energy and are consciously designed to promote an encouraging and confidence-building atmosphere. It's YOU VS YOU.

We fearlessly embark on unconventional paths, and proudly display the difference as a badge of honor. With an untouchable work ethic driven by pure passion, our team will never back down from a challenge, and that mantra is replicated in the strength of our members.

The culture that we have built doesn't stop with our staff, it's reflected in our clubs nationwide. We don't stand for toxic gym culture and have worked hard to build a positive and inclusive atmosphere for our members and this same culture applies to our franchise owner network.

We've all heard it before, the phrase "We're like a family." But at Amped Fitness, we mean it.

EXPERIENCE. DESIGN. LOW PRICE.

Business Model

We've taken the standard High-Value-Low-Price (HVLP) model and flipped it on its head. In an all new category of our own, the Experience-Design-Low-Price (EDLP) concept incorporates an unmatched customer experience, world-class amenities, ultimate aesthetics and the lowest membership prices in the industry, thus creating a new generation of fitness that starts at Amped Fitness.



From the beginning, Amped Fitness has been a community of individuals who are culture-driven and truly passionate about not only fitness but also both mental & physical health. Our expectation is that this mindset is upheld throughout our franchise owner network.

We will continue to create communities of strong, confident, and healthy individuals wherever we go as we strive to be the reminder for our members that feeling good will always be greater than looking good.



In 2016, owners Travis Labazzo and Stephen Thomas brought together passion, high-energy, and fitness in a way that has continued to take the industry by storm. The gyms that have developed since the start of their first club in Downtown St. Pete, FL prove it. With over 70k members, 12+ years of experience, and 17 clubs (and counting) we've revolutionized the world of fitness in less than a decade.

Our System

As an Amped Fitness franchisee, you'll get the opportunity to take a peek behind the curtain and learn the driving force behind our high member-acquisition rates. Spoiler alert: our proprietary personal training conversion system works alongside our marketing strategy to revolutionize the way we do business and convert leads to members while nurturing them to become personal training clients.

Our nationally certified personal trainers are hand-selected among the BEST in the industry. With multiple packages and methods offered, our personal training system has quickly become one of the best value propositions we offer and continues to boost sales throughout the year.

Our marketing efforts have become our main driver in generating leads, boosting online membership sales via promo codes, while seamlessly generating traffic through our doors. Amped Fitness streamlines operations and provides a better customer experience while maximizing revenue potential with its proprietary personal training conversion system.



Operations

At Amped Fitness, we KNOW we've created something different. Our community has learned to embrace the power of freedom and create a culture where victim mindsets have no place, and we're ready to share the secret to our success with entrepreneurs like you.

With a tried and tested business model, innovative marketing strategy, and systematized processes, we've simplified your growth trajectory as an Amped Fitness Franchisee.

While the vast majority of fitness clubs are moving towards membership volume (without adding any value that is) Amped Fitness is staying true to our EDLP-based model. Our high quality facilities and unique amenities are delivered without increasing cost.

We believe in the effectiveness of our extensive onboarding processes and training in setting our franchisees up for growth along every step of the way from developing a rockstar front desk team, to building a team of experts with the skills needed to boost personal training sales year-round. With 24/7 support from our corporate team, you will be given the tools you need to build a viable—and sustainable—business.

As an Amped Fitness Franchisee, your toolbox will include:

- *Extensive onboarding developed by our corporate experts that includes a deep dive into Amped Fitness' culture expectations, member acquisition, and everything you need to know to own and operate your new facility.*
- *Marketing and advertising from industry experts! You'll be given social media and branding guidelines, along with all the tools you need to boost your social media presence and drive traffic into your new club.*

24/7 SUPPORT

**TRAINING AND
EXPERTISE**

**INDUSTRY LEADING
FRANCHISE**

Software

Equipped with innovative, and user-friendly applications, Amped Fitness is setting the standard for fitness centers nationwide by securing the best of the best in digital technology. Our established mobile software allows members the convenience of mobile club entry, the ease of consistent personal training check-ins, and more.

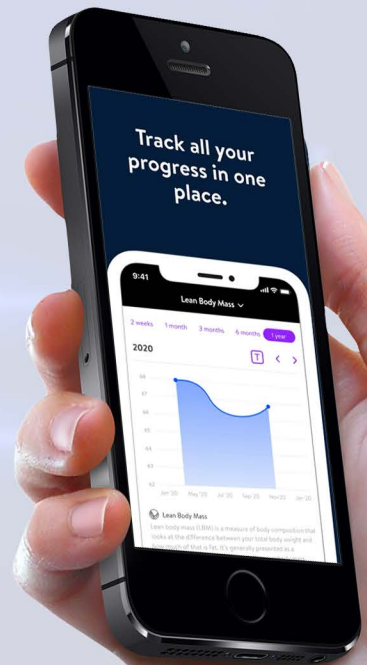


AMPED FITNESS APP

Built for Training Clients and expertly designed to be user-friendly, our Amped Fitness App® makes scheduling classes, engaging with our community, and keeping track of client success a breeze.

The Amped Fitness App® is branded to meet Amped Fitness standards and is available to all members via their smartphones. Here, members can reserve their spot for any of our AX3 instructor-led classes, access training programs, and browse nutritional guidance on-the-go.

With in-app messaging between trainer and client, progress-tracking, and online coaching capabilities, the Amped Fitness App® has everything we need to motivate and continue to inspire our client base. As a franchisee, the app will assist in increasing client engagement and personalizing our fitness services, leading to exponential year-over-year growth.



VIRTUAL CLASSES

FitnessOnDemand™ is a proprietary commercial virtual fitness platform that allows us to bring the world's most in-demand and trending workouts to our members at any day and time.



OPEN PATH (24/7 ACCESS)

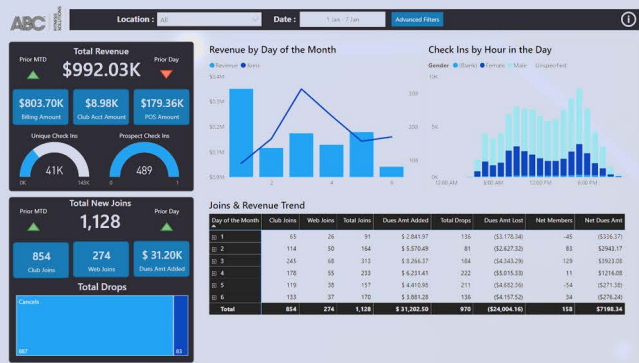
Our keyless Openpath System allows for easier access to our 24/7 facility via a touchless, bluetooth-controlled mobile access application.

Software Continued



ABC IGNITE™

Formerly DataTrak, ABC IGNITE from ABC Fitness Solutions is the leading club management software. Tailored to your club's needs, our club management software gives you everything you need to maximize revenue, deepen member relationships, and optimize your club for growth.



CLUBCOM

A leading provider in the fitness industry, ClubCom supplies our members with tailored playlists alongside local promotional material.



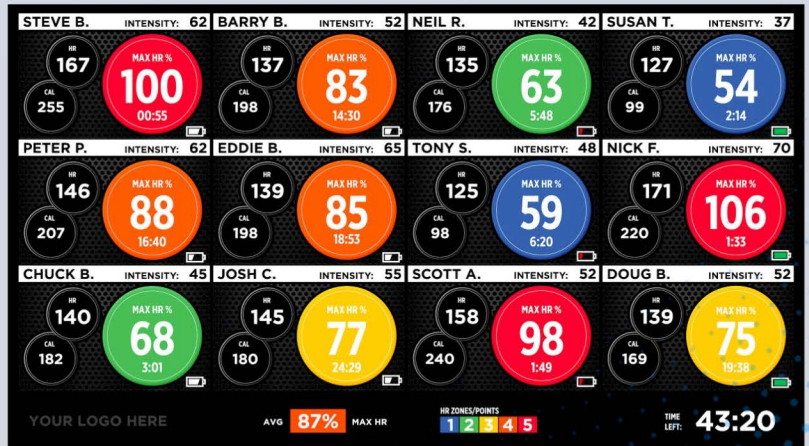
UPSHOW

Powering our in-club digital signage, UPShow brings our members high-quality club announcements, hashtag-generated member shoutouts, and helpful on-screen fitness tips.



ACCURO

An essential partner to AX3 group classes, Accuro Dynamic Heart Rate Display Monitors give members the most accurate reading of calories burned, heart rates, and workout intensity.



Financial Investment

REQUIREMENTS



»» LIQUID CAPITAL
\$400K



»» INITIAL INVESTMENT
\$350K-3.65M



»» FRANCHISEE FEE
\$25K



»» ROYALTY FEE
5%



»» MARKETING FUND
CONTRIBUTION
2%

INVESTMENT ITEM	LOW	HIGH
Franchise Fee	\$ 25,000	\$ 25,000
Training Expenses	15,000	22,000
Real Property, Leased	-	-
Lease Deposits	-	80,000
Leasehold Improvements	100,000	2,000,000
Fitness Equipment, Fixtures, etc.	150,000	1,000,000
Site Selection Costs	-	5,000
Construction Development Plan Review Fee	-	5,000
Opening Inventory	1,000	5,000
Security & Utility Deposits	3,000	45,000
Professional Fees	5,000	25,000
Signs	7,500	50,000
Office Equipment, Computer Systems	5,000	15,000
Initial Advertising	15,000	45,000
Insurance	5,000	20,000
Additional Funds	25,000	300,000
ESTIMATED TOTAL INITIAL INVESTMENT	\$356,500	\$3,642,000

AVERAGE ESTIMATED INVESTMENT **\$1,999,250**

**Refer to FDD for full details on fees, investment and other program details*

Amenities

There's no need to sacrifice unique, high-end amenities for a low price tag. With our unique business model, we've combined all the benefits of a boutique-style fitness studio, while keeping our membership prices affordable, and maintaining the integrity of our EDLP footprint for our members.



»» WOMEN'S ONLY ZONE

Traditionally, women's only areas have been forgotten about, or at best only built with minimal equipment. We've expertly curated a space with tons of state-of-the-art equipment where women can move at their own pace, without the fear of judgment and peering eyes. Our Babe Cave® is where our selfie queens, tired moms, athletes, influencers, and anybody in between, can workout comfortably and feel stronger than yesterday!



»» RECOVERY ZONE

We've partnered with Hyperice™ to bring our members the ultimate tools for muscle recovery. Keep your muscles in tip-top-shape with Percussion Therapy Guns, Normatec Compression Boots, Cryobeds, Hydromassage Beds – plus anything else you need for a comfortable and effective self-care treatment.



»» CHILDCARE

At Amped Fitness, we believe our members shouldn't have to decide between taking care of the kids and their fitness goals. We strive for inclusivity throughout our gym so we've included a space that allows for busy parents to enjoy a worry-free workout while our experienced childcare team takes care of the rest.

»» STATE-OF-THE-ART EQUIPMENT

»» LOCKER ROOMS AND SAUNAS

»» FUNCTIONAL-TRAINING AREA

»» DAILY GROUP CLASSES

»» RECOVERY ZONE

»» HYDROMASSAGE

»» TANNING BEDS

»» ABS & GLUTES ZONE

»» WOMEN'S ONLY ZONE

»» CHILDCARE

»» BASKETBALL

»» BODY COMPOSITION SCAN

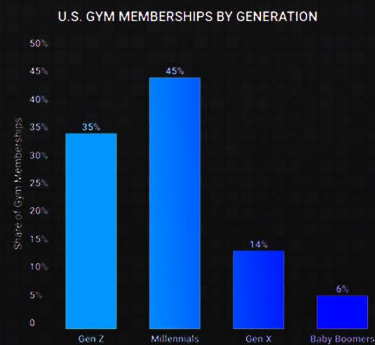
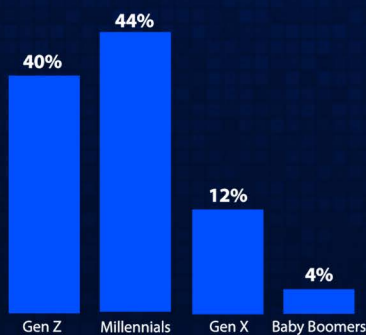
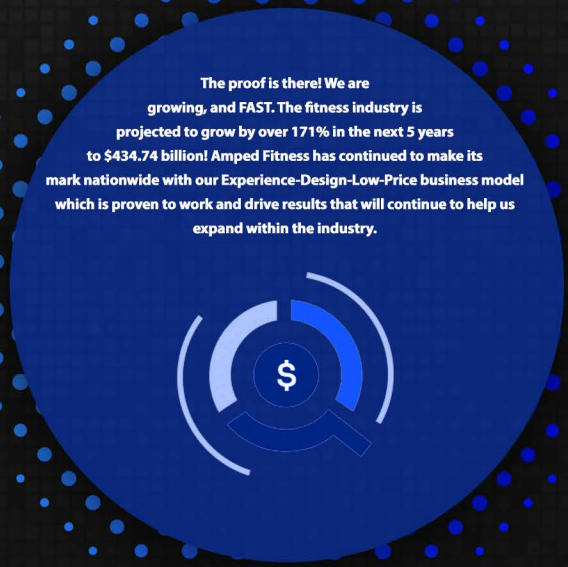
Industry Outlook

AMPED FITNESS



VS

THE INDUSTRY



- In the United States, 39% of Americans hold gym memberships. Of this subset, 80% of those membership holders are between the ages of 18-40.

- Amped Fitness dominates this top percentile with over 85% of our members falling between this prime age group.

- Moreover, the fitness industry is expected to grow 171.75% by 2028. Here's the crazy part: Amped Fitness has averaged a year-over-year growth of 115%.

- Amped Fitness is the future!

Research Summary:

- The market value of the global fitness industry is over \$87 billion
- The US fitness industry revenue in 2021 was \$33.25 billion
- In the United States, 39% of Americans hold gym memberships
- Between now and 2028, the fitness industry is expected to grow 171.75% to \$434.74 billion

Next Steps

»» INFORMATION REQUEST FORM

Let's get the ball rolling! If you're interested in owning an Amped Fitness, complete the attached form and we'll contact you to set up an introductory call.

»» MEET THE THE MASTERMINDS BEHIND AMPED

Join us for an open conversation where we'll discuss long term goals, vision, and the mission of Amped Fitness! We'll dive into your background, personality, our Amped culture, and expectations to uphold as a Franchisee.

»» FINANCIAL REQUIREMENTS

Meet with our finance team to discuss realistic timelines, up-front capital, financial history, and fiscal requirements to own your club.

»» PICK YOUR PROPERTY

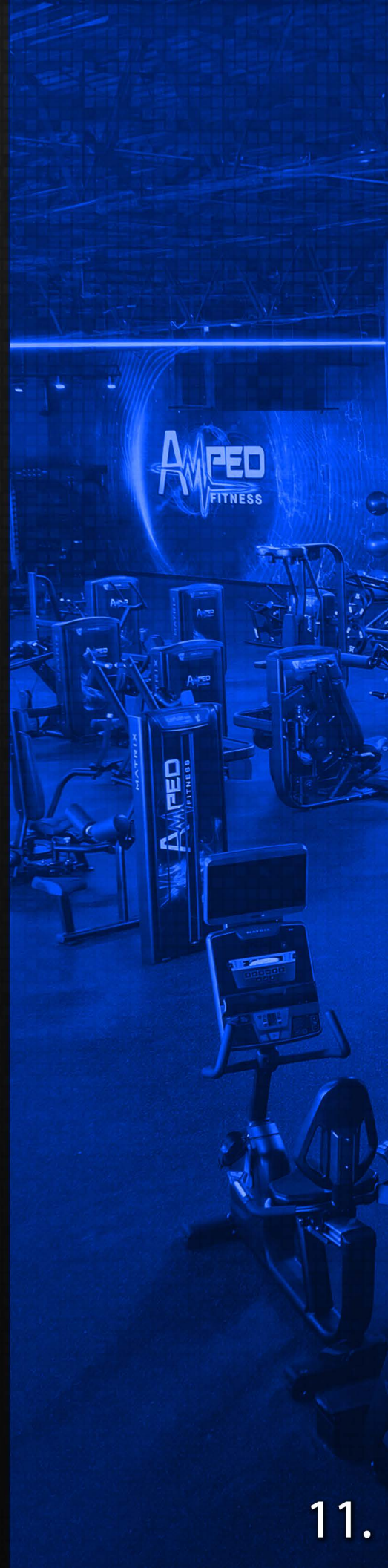
Where are you going to set up shop? Work with our expert real estate team to pick the best possible site based on demographics, price, and potential success rate.

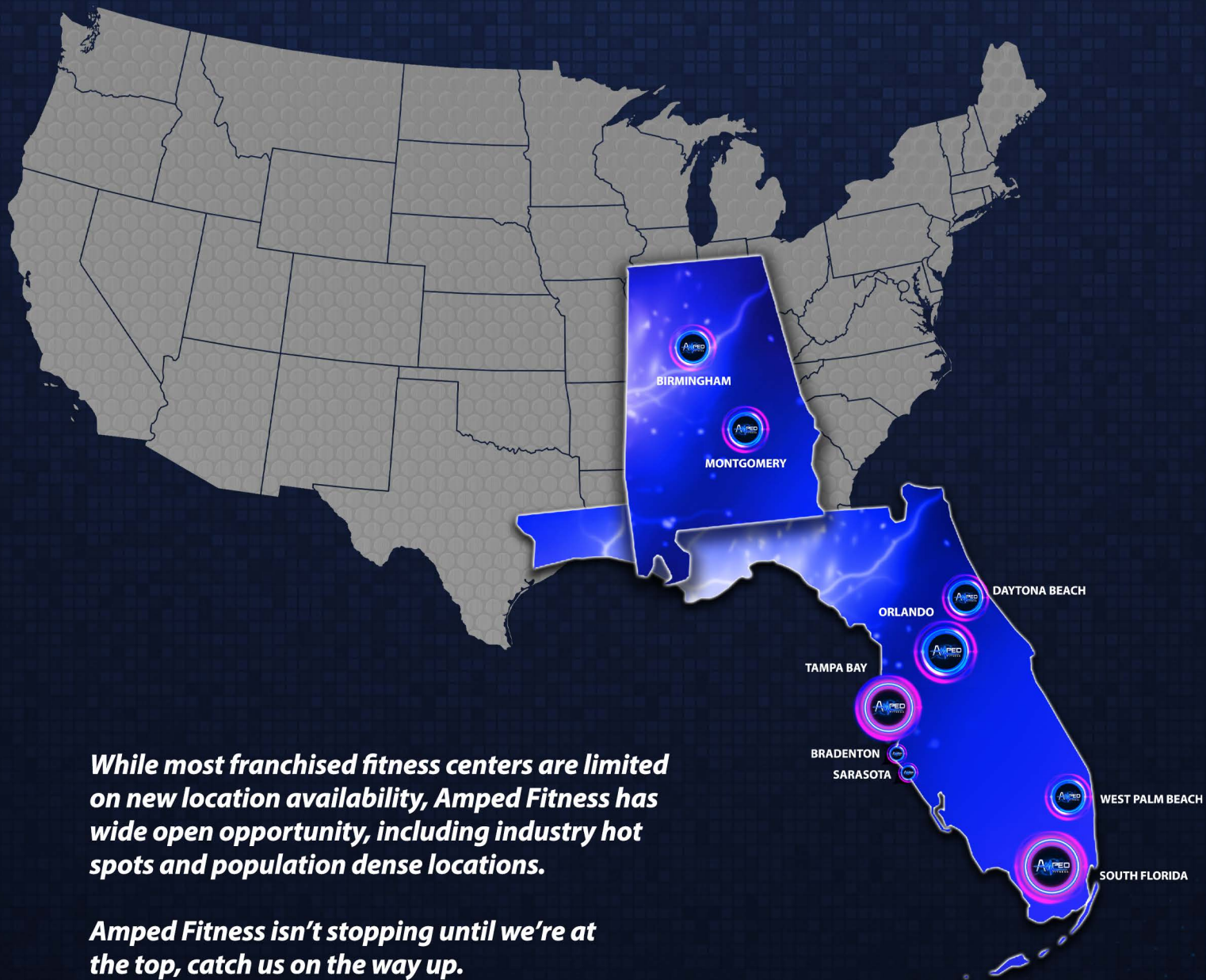
»» HANDS-ON CONSTRUCTION SUPPORT

Our unique gym layout and epic design isn't easily replicated, but don't worry—our construction team will be by your side every step of the way to ensure your club meets all standards and stays on-brand!

»» COMPREHENSIVE & IN-DEPTH BRAND TRAINING

Learn the ins and outs of Amped Fitness, including but not limited to, branding guidelines, culture expectations, the hiring process, and everything you need to know to own and operate a successful facility.





While most franchised fitness centers are limited on new location availability, Amped Fitness has wide open opportunity, including industry hot spots and population dense locations.

Amped Fitness isn't stopping until we're at the top, catch us on the way up.



CONTACT US:

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www.ampedfitness.com



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