

Lindora, Leader in Wellness Solutions, Signs First Wave of Multi-Unit Franchise Agreements in Key Markets

Xponential Brand Poised to Capitalize on Rising Demand for All-Encompassing Wellness Offerings

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IRVINE, Calif.--(BUSINESS WIRE)--Lindora, a leading provider of medically guided weight loss and metabolic health solutions, announced today that its recently launched franchise opportunity and fueled expansion efforts have commenced with multi-unit licenses awarded in key markets across the nation including Dallas; Boise; Rochester and Buffalo; Atlanta; Chicago; and Portland. Following its acquisition by Xponential Fitness, Lindora has franchise agreements with owners from diverse backgrounds including technology, software development, real estate, marketing and sales, personal training, and finance. This broad adoption underscores the appeal of the investment opportunity, aligning with Xponential's overarching network of owners.

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Founded in 1971 in Southern California, Lindora has established itself as a trusted brand in the health and wellness industry improving many lives across millions of client visits. With 31 locations offering innovative services such as weight management programs, weight loss medications, hormone replacement therapy, IV hydration, and more, Lindora is well-positioned to expand its reach through franchising, in the projected \$400 billion global weight management industry¹, across the United States as an Xponential brand.

"We are thrilled to offer health-minded entrepreneurs the opportunity to become part of the Lindora family," said Lou DeFrancisco, President of Lindora. "The brand's proven approach to metabolic health and wellness, paired with the support and expertise of Xponential, will set our franchise partners up for success in delivering impactful solutions that empower individuals to live healthier lives while addressing the growing consumer demand for comprehensive health and wellness offerings."

As the largest global franchisor of health and wellness brands, Xponential brings unparalleled experience and resources to support Lindora franchisees. Led by a core team of health and wellness industry experts, including Lou DeFrancisco, Martin Balcaitis, Cheri Tennill and Jeff Stokes, Lindora is backed by executive talent committed to excellence in the health and wellness space. Dr. Amy Lee is Lindora's Chief Medical Advisor and is triple-board certified in internal medicine, clinical nutrition and obesity medicine. She has been leading the metabolic health programs and innovations since 2016 and will continue to drive the foundational programs and innovations as the brand continues to scale nationally. With a diversified platform of 10 brands spanning fitness and wellness verticals, Xponential is committed to making boutique fitness and wellness programs accessible to everyone.

Prospective franchisees do not need a medical background to own a Lindora clinic; rather, Lindora is seeking franchise partners who possess a passion for the brand's mission of promoting health and wellness and have business or management experience. As part of Xponential's portfolio of brands, Lindora franchise partners will be able to leverage Xponential's established brand reputation, comprehensive training and support, and access to a network of experienced professionals. Initial investment for a Lindora clinic ranges between \$272,350 to \$491,750.

For more information, visit <https://www.xponential.com/lindora-franchising>

Lindora

Founded in 1971 in Southern California, Lindora is a leading provider of medically guided weight management programs and wellness solutions. Lindora guides people in creating sustainable lifestyle choices in nutrition, exercise and medicine through medically-guided weight management programs with personalized in-studio care. Lindora offers a suite of services that support metabolic health, including weight loss and management programs, weight loss medications including (GLP-1); hormone replacement therapy (HRT); and other services. Lindora is headquartered in Irvine, CA and backed by Xponential Fitness, the largest franchisor of boutique health and wellness brands. To learn more about Lindora, visit www.lindora.com

Xponential Fitness, Inc.

Xponential Fitness, Inc. is the largest global franchisor of health and wellness brands. Through its mission to make health and wellness accessible to everyone, the Company operates a diversified platform of ten brands spanning across verticals including Pilates, indoor cycling, barre, stretching, rowing, dancing, boxing, running, strength training, metabolic health and yoga. In partnership with its franchisees, Xponential offers energetic, accessible, and personalized workout experiences led by highly qualified instructors in studio locations throughout the U.S. and internationally, with franchise, master franchise and international expansion agreements in 49 U.S. states and 22 additional countries. Xponential's portfolio of brands includes Club Pilates, the largest Pilates brand in the United States; CycleBar, the largest indoor cycling brand in the United States; StretchLab, the largest assisted stretching brand in the United States offering one-on-one and group stretching services; Row House, the largest franchised indoor rowing brand in the United States; AKT, a dance-based cardio workout combining toning, interval and circuit training; YogaSix, the largest yoga brand in the United States; Pure Barre, a total body workout that uses the ballet barre to perform small isometric movements, and the largest Barre brand in the United States; BFT, a functional training and strength-based program; and Lindora, a leading provider of medically guided wellness and metabolic health solutions. For more information, please visit the Company's website at www.xponential.com.

Forward-Looking Statements

This press release contains forward-looking statements that are based on current expectations, estimates, forecasts and projections of future performance based on management's judgment, beliefs, current trends, and anticipated product performance. These forward-looking statements include, but are not limited to, our ability to franchise the Lindora system as part of our franchise system network, the expected business and financial benefits resulting from our franchising plans, and current and future revenues in the weight loss and weight management industry. Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from those contained in the forward-looking statements. These factors include, but are not limited to, our relationships with master franchisees, franchisees and international partners; difficulties and challenges in opening studios by franchisees; the ability of franchisees to generate sufficient revenues; risks relating to expansion into international markets; loss of reputation and brand awareness; general economic conditions and industry trends; and other risks as described in our SEC filings, including our Annual Report on Form 10-K for the full year ended December 31, 2023, filed by Xponential with the SEC, and other periodic reports filed with the SEC. Other unknown or unpredictable factors or underlying assumptions subsequently proving to be incorrect could cause actual results to differ materially from those in the forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, level of activity, performance, or achievements. You should not place undue reliance on these forward-looking statements. All information provided in this press release is as of today's date, unless otherwise stated, and Xponential undertakes no duty to update such information, except as required under applicable law.

¹ <https://www.fnfresearch.com/weight-loss-and-weight-management-market>