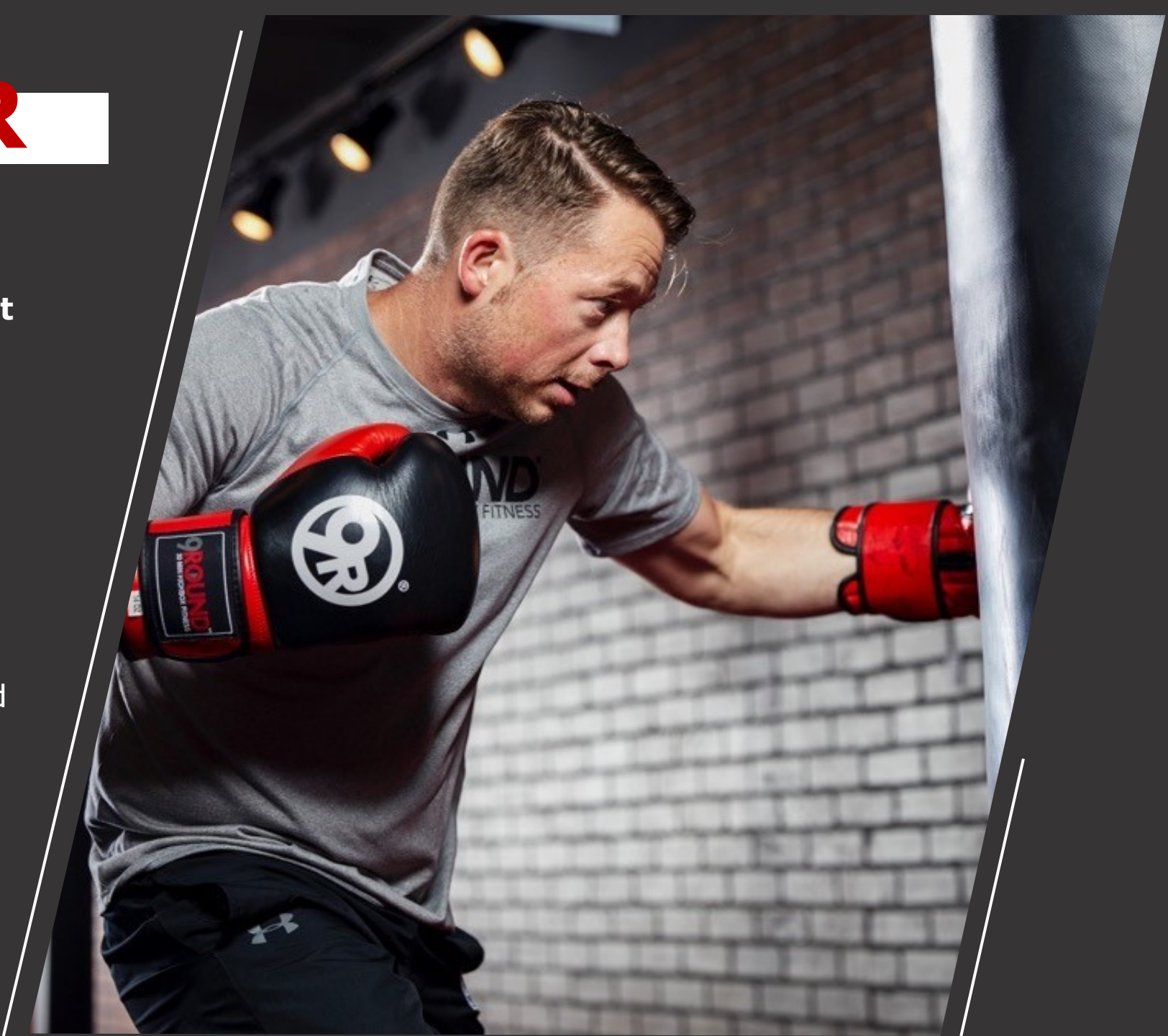


9ROUND[®]
OPPORTUNITY

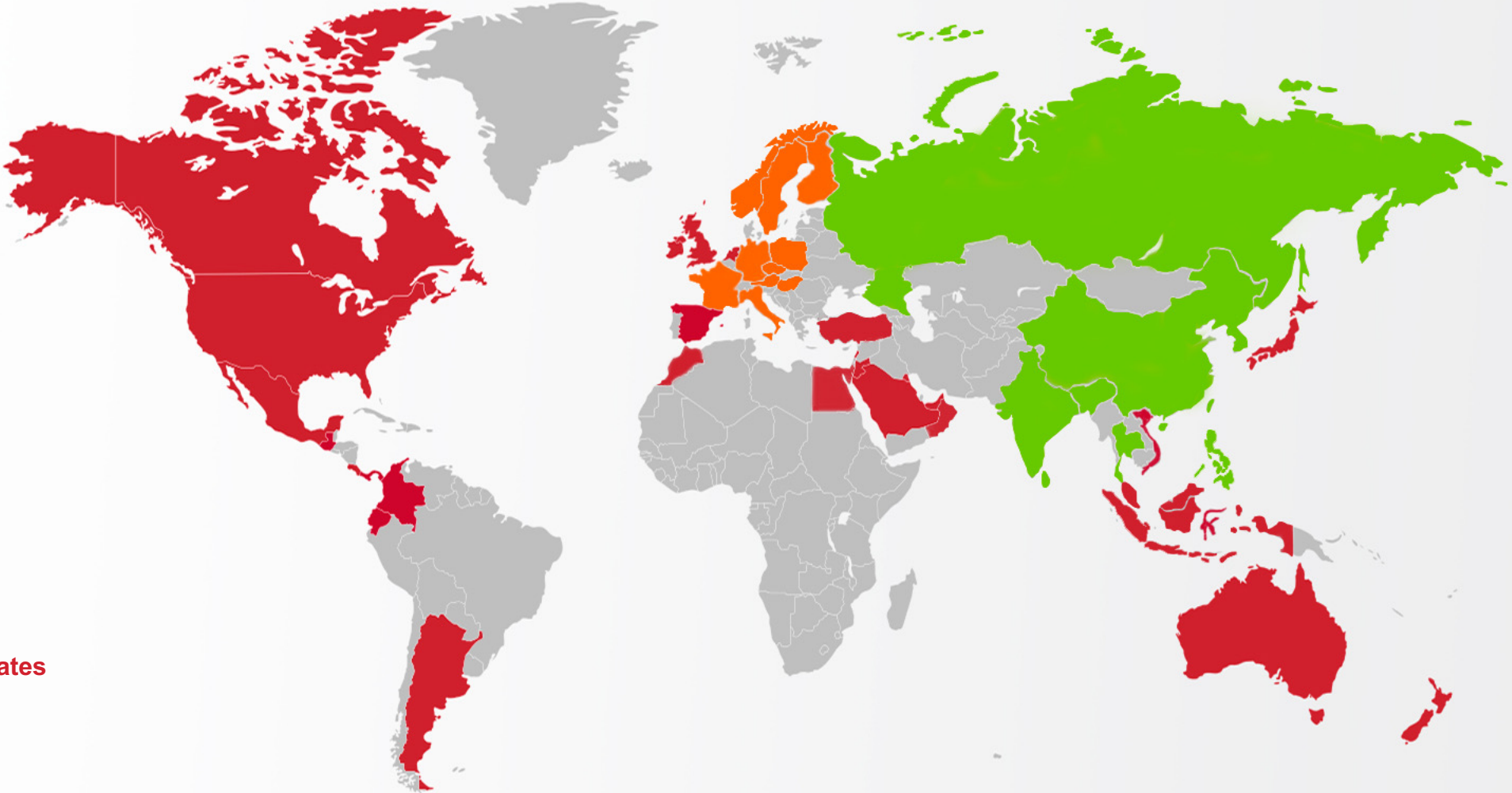
ABOUT OUR BRAND

- **Founded in 2008 during the Great Recession**
- **Franchised in 2009**
- **Founders:**
 - Shannon "The Cannon" Hudson
CEO & IKF World Champion
Kickboxer
 - Heather "The Hero" Hudson
COO & ACE Group Fitness Certified
- **Nearly 700 locations**
- **Studios open in 17 countries**



A GLOBAL BRAND

700+ CLUBS WORLDWIDE in 18+ COUNTRIES



- USA
- Canada
- Saudi Arabia
- Mexico
- Australia
- New Zealand
- United Kingdom
- Japan
- Singapore
- Costa Rica
- Jordan
- Guatemala
- United Arab Emirates
- Kuwait
- Ecuador
- Lebanon
- Spain

THE 9ROUND MISSION

**MAKING MEMBERS
STRONGER IN 30 MINUTES,
PHYSICALLY AND MENTALLY.**



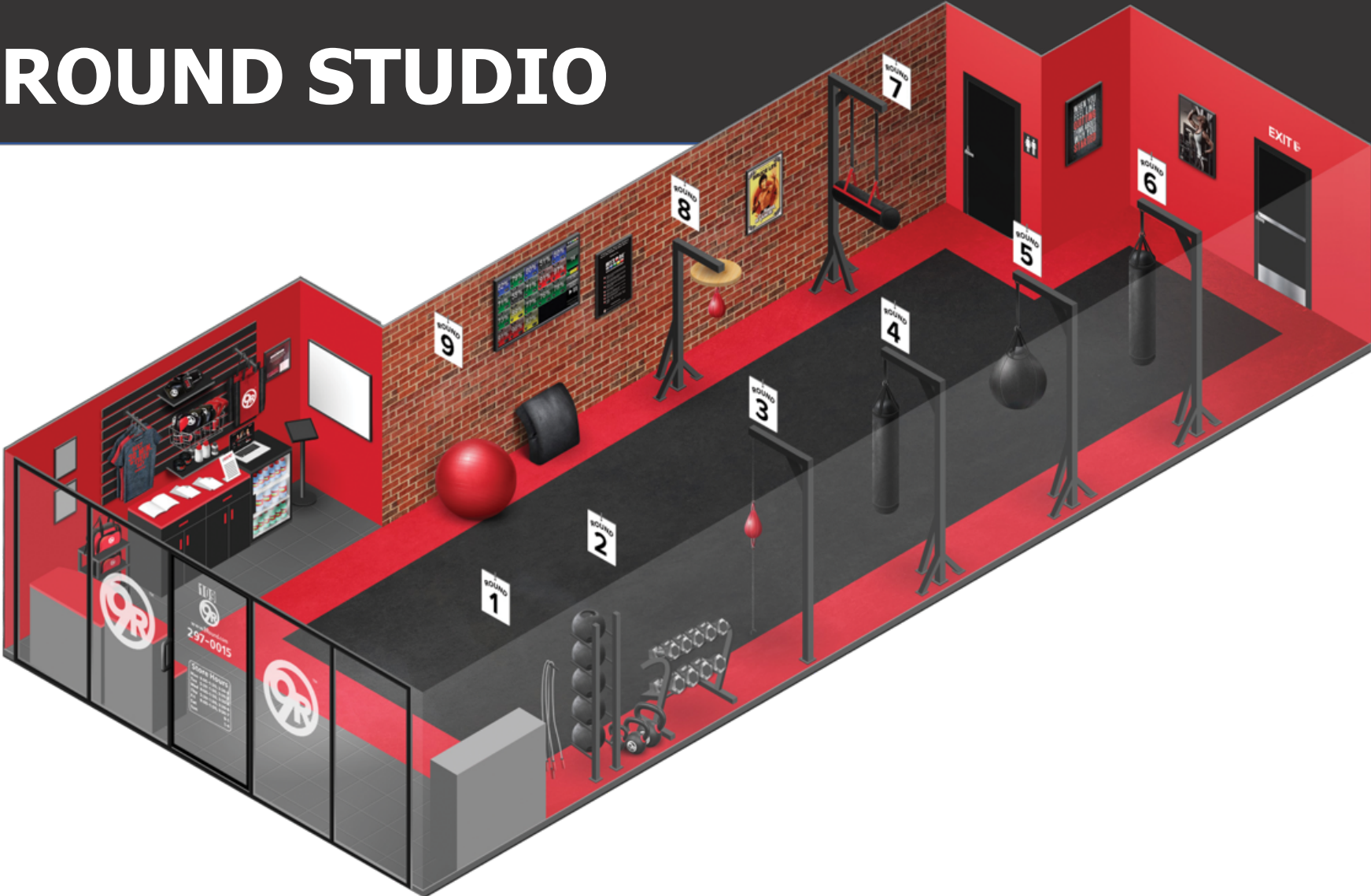
INTELLECTUAL PROPERTY OF 9ROUND FRANCHISING LLC

WHAT IS 9ROUND?

9Round is a fitness center that offers a 30-minute, full-body kickboxing circuit.



THE 9ROUND STUDIO



Intellectual Property of 9Round Franchising LLC

THE NINE ROUNDS

ROUNDS 1 & 2



PURPOSE:

Strength, Coordination, & Conditioning

EQUIPMENT:

Jump Ropes, Dumbbells, Kettlebells, Medicine Balls, Rope Ladders

ROUNDS 3-8



PURPOSE:

Boxing & Kickboxing for Full-Body Exercise

EQUIPMENT:

Various Heavy Bags, Double-end Bag, Speedbag

ROUNDS 9



PURPOSE:

Core

EQUIPMENT:

Medicine Balls, Kettlebells, Weighted Bars, etc.

POINTS OF DISTINCTION FOR MEMBERS

- 30-minute, full-body workout
- Trainer included - Semi-private instruction
- No class times
- Professionally programmed workouts change daily
- Online Member Portal
- Nutrition guidance
- 9RoundNOW Fitness On-Demand App





THE 9ROUND APPEAL

- High-energy, fun, exciting
- Non-intimidating
- All fitness levels
- Never get hit or hurt

THE KILLER WORKOUT EXPERIENCE

More than just a workout.

- Everyone is greeted
- The hand-wrapping ritual
- Killer workout
- Ring gong
- Trainer yells, "Thank you! When are you coming back?"





VALUE PROPOSITIONS FOR OWNERS

- **Distinctive, unique business**
- **Low labor burden: 4-6 employees**
- **Low overhead: 1200-1800 sq. ft.**
- **High Company-wide Net Promoter Score**
- **Minimal equipment and buildout: No expensive machines to maintain**

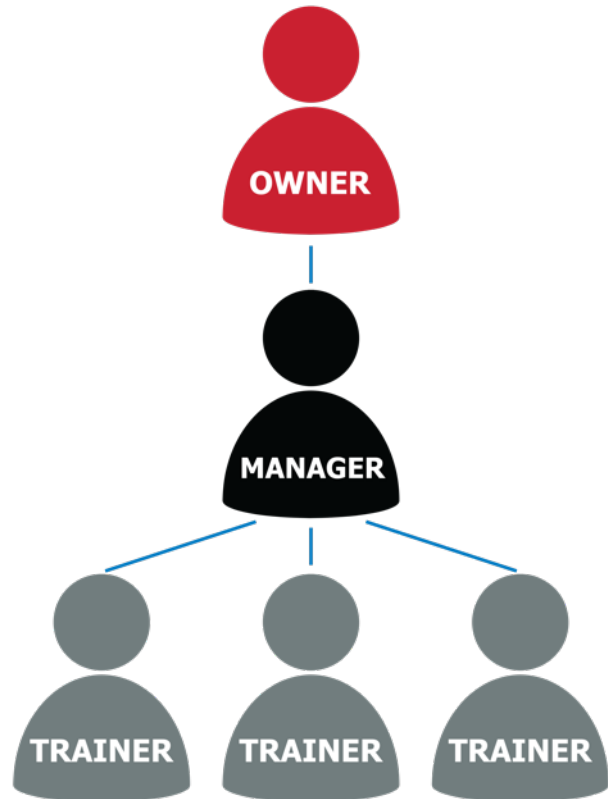
9ROUND OWNERSHIP MODELS



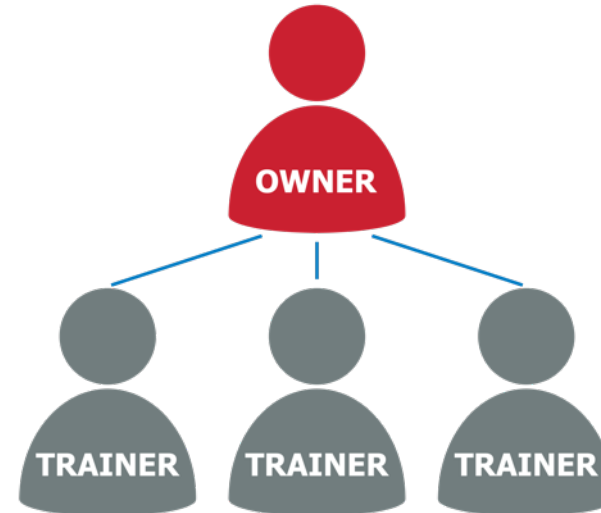
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9ROUND OWNERSHIP MODELS

SEMI-ABSENTEE OWNER

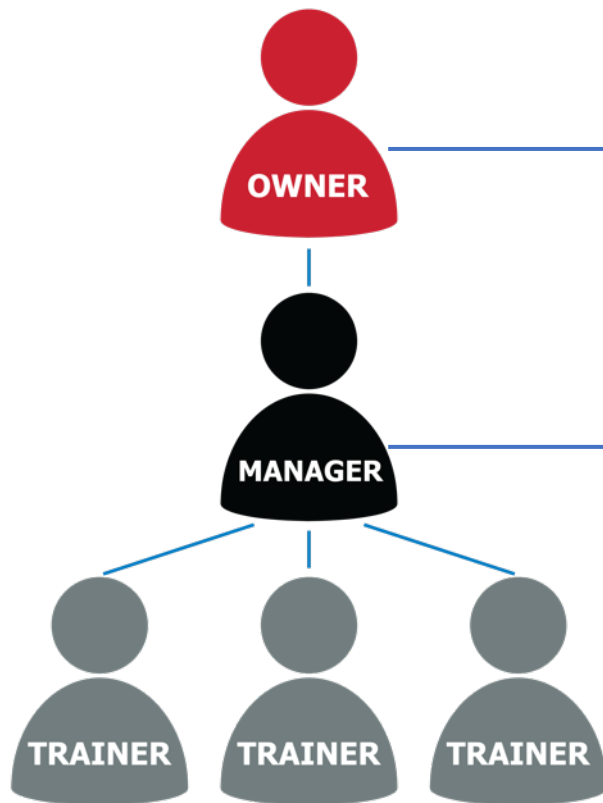


OWNER-OPERATOR



SEMI-ABSENTEE OWNERSHIP REQUIREMENTS

SEMI-ABSENTEE OWNER



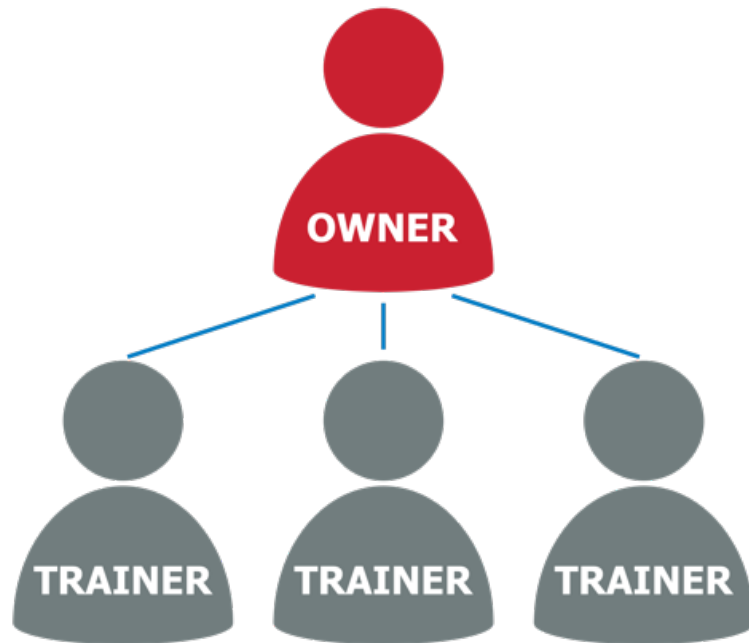
Execute marketing
Manager meetings
Manage by metrics
Approve expenses
Motivate staff
Financial management

Membership sales
Train staff
Member relations
Marketing
Scheduling

- Expect 10-15 hours per week
- Manager accountability
- Owner may maintain separate job/occupation
- Multi-unit opportunities available

OWNER-OPERATOR REQUIREMENTS

OWNER-OPERATOR



- Studio is owner's full-time job
- Time is spent running the club and managing trainers
- Multi-unit opportunities available

THE BUSINESS



INTELLECTUAL PROPERTY OF 9ROUND FRANCHISING LLC



A PROVEN BUSINESS MODEL

The right industry

\$30 billion dollar industry and growing

The right concept for the time

The 30-minute circuit training affords anyone the time

Priority for health and wellness

The right business model

Expert support from 9Round Home Office

Turn-key system

Simple to own and operate

No kickboxing experience required

STATISTICS ABOUT THE FITNESS FRANCHISE INDUSTRY:

When asked what they missed most about a pre-COVID world,

59% of Americans said going to the gym – which was just behind seeing their loved ones (65%)

(Source: IHRSA)

STREAMS OF REVENUE

- Memberships
- 9RoundNOW
- Nutrition & Supplements
- Apparel & Accessories
- Gear



WE'RE IN YOUR CORNER

SUPPORT OVERVIEW

Pre-opening Support

- Onboarding Franchise Business Coach
- Site selection assistance
- Design and construction plan
- Training
- Presale marketing
- Equipment, signage, materials

Ongoing Support

- Franchise Business Coach
- Training
- Marketing calendar
- Supplies & Apparel
- Print Shop
- Location-specific website

WE'VE BEEN BUSY



- Global Franchise's Best International Fitness Brand
- Entrepreneur Magazine's Franchise 500 eight years in a row
- Forbes Magazine's America's Most Promising Companies
- Inc. Magazine's Inc. 5000 list six years in a row for America's Fastest Growing Private Companies
- South Carolina's Fastest Growing Companies four years in a row

YOUR NEXT STEPS

“Lethal” Lura Powers
lura.powers@9round.com
615-925-2884

