

18 December 2024

VIVA LEISURE EXPANDS INTO UK WITH KEY MASTER FRANCHISE AGREEMENT

Viva Leisure Limited (“Viva Leisure” or “the Company”) is pleased to announce the execution of a Master Franchise Agreement for the **United Kingdom**, marking a significant step in the expansion of the Plus Fitness brand.

Master Franchise Agreement for the United Kingdom

The agreement with the UK Master Franchisee spans 10 years, with the option for two additional 10-year terms. The first Plus Fitness location is set to open in 2025, with the sale of franchises expected to commence in the new year, enabling rapid growth across the region.

Market Opportunity in the United Kingdom

The UK fitness market offers substantial growth potential, with 15% of the population currently holding a gym membership. As demand for affordable, flexible fitness solutions rises, Plus Fitness is well-positioned to leverage its successful business model and scale advantages to capture market share in this dynamic market.

The Plus Fitness proven franchise model, being a low-cost, high-reward franchise model has been tested and refined in other markets, providing UK franchisees with a low-risk entry point. This allows for swift, cost-effective scaling while maintaining high standards of service and member experience.

Plus Fitness to operate across six regions globally

Plus Fitness is now operating, or has agreements to operate, in six key regions globally, including:

1. Australia
2. New Zealand
3. India (West Region)
4. Singapore
5. Philippines
6. United Kingdom

This global footprint highlights the growing appeal and demand for the Plus Fitness brand, with further expansion on the horizon.

Harry Konstantinou, CEO of Viva Leisure, commented:

“We’re excited to enter the UK market, which presents significant growth opportunities. Our low-cost, high-reward franchise model will allow Plus Fitness to scale quickly and meet the growing demand for affordable fitness solutions.”

In addition to expanding the Plus Fitness brand, this opportunity will also provide for the future rollout of Viva’s cutting-edge Hub technology and Viva Pay payment systems, further driving the growth of our technology and payments division. We look forward to seeing Plus Fitness thrive in the UK and the positive impact this will have on our broader strategy.”

ENDS

This announcement has been approved for release by the Board of Directors.

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About Viva Leisure:

Viva Leisure is the leading and fastest growing provider of health and fitness clubs across Australia. With a mission to connect more Australians to a healthier lifestyle, Viva operates a portfolio of brands across various fitness categories, offering premium, boutique, flexible, and affordable fitness options.

For further information, please visit:

- <https://www.vivaleisure.group/>
- <https://www.clublime.com.au/>
- <https://www.plus.fitness/>
- <https://groundup.studio/>
- <https://rebalance.studio/>
- <https://hiitrepublic.com.au/>

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