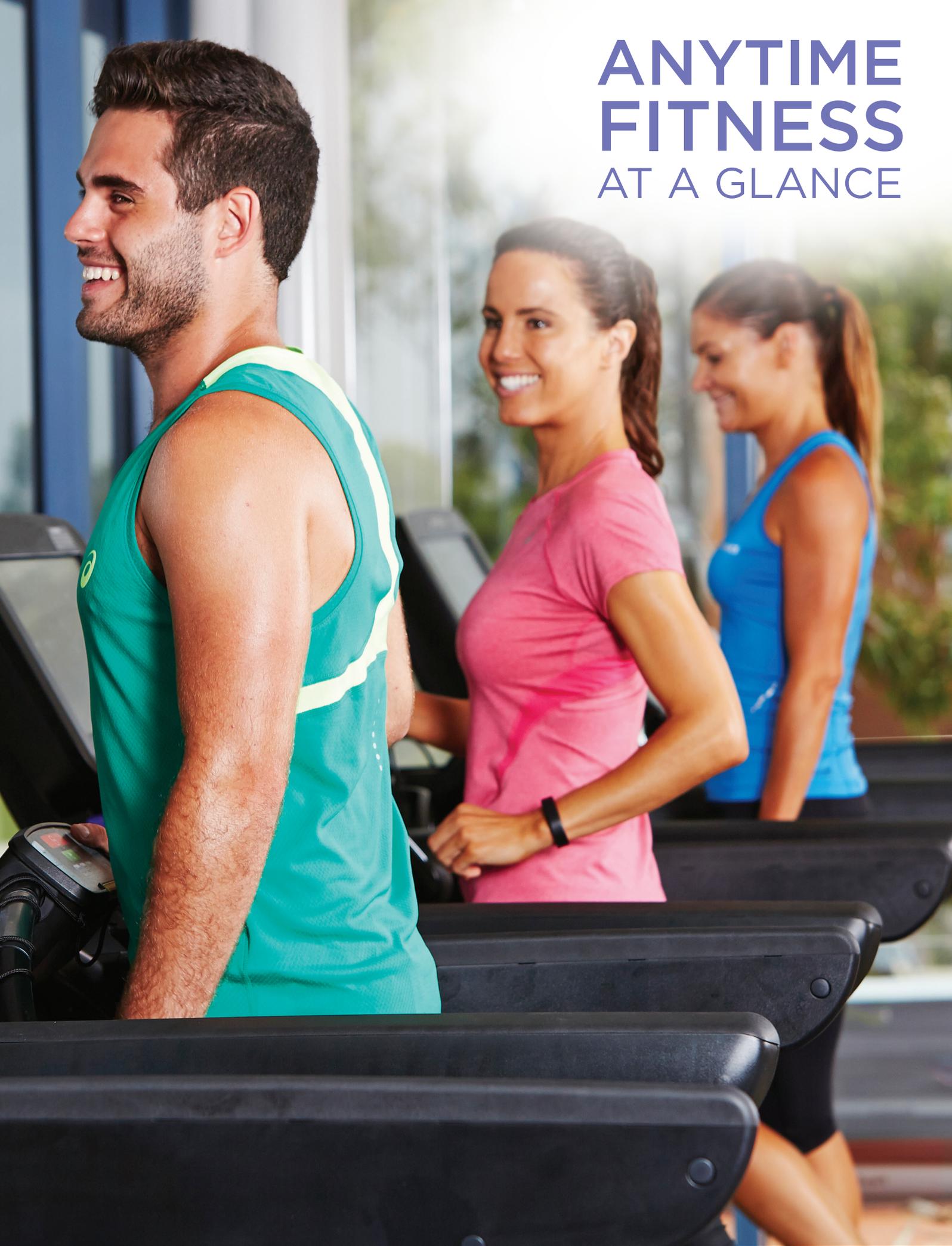
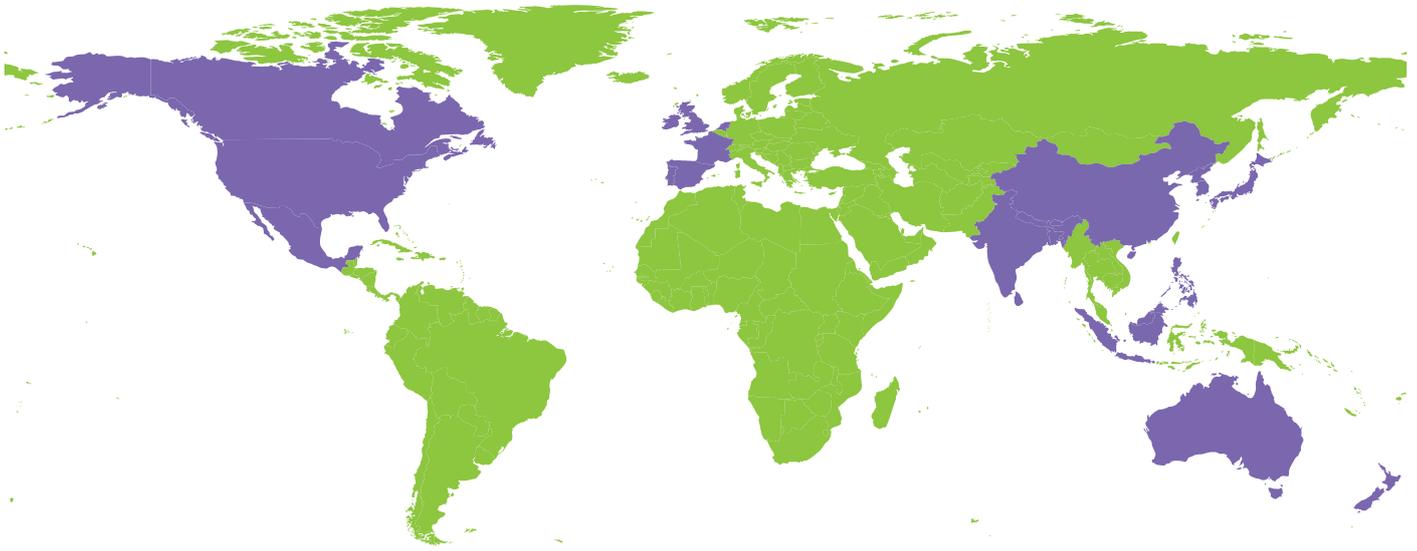


ANYTIME FITNESS AT A GLANCE



feel something better™





More than 2,800 clubs now open

More than 3,000 franchise territories sold

Clubs now open in the USA, Canada, Australia, New Zealand, Mexico, Japan, United Kingdom, Ireland, Netherlands, Spain, China, Hong Kong, Singapore, India, Malaysia, Poland, Chile, Belgium, Qatar, Philippines and Taiwan.

Going Global

Anytime Fitness is also Any*where* Fitness

2,800 clubs is just the beginning!

With more than 2,800 clubs now open worldwide, Anytime Fitness is the #1 co-ed fitness club chain on the planet. But we're just getting started. Anytime Fitness' aggressive expansion plans will soon lead to new clubs all over the globe. In fact, Anytime Fitness opened more clubs last year than any other fitness club chain in the world.

Bucking trends in the economy

While other businesses are struggling, Anytime Fitness is thriving. Most franchise business owners drive themselves to an early grave, working 60 or 80 hours a week. Anytime Fitness is just the opposite. Our business model is designed to allow our franchisees to work more normal hours and spend the rest of their time doing what's really important - enjoying their families and their personal passions.

Fitness Matters

Now, more than ever, the fitness industry is poised to make a positive impact in people's lives. Health care costs are out of control and obesity is the #1 cause of health problems worldwide. Anytime Fitness provides our over 1 million members with convenient (24-hour) and affordable fitness options. Exercise IS medicine... and Anytime Fitness is the answer to a wide variety of health-related issues.

Seamless global reciprocity

One of the super cool things about Anytime Fitness is our "Anywhere Club Access" policy. What it means is: If you join one Anytime Fitness club, then you can use any other Anytime Fitness club at no additional charge. Think about how amazing that is. Near your home, your work, where you shop, while you're traveling on business or on vacation - Anytime Fitness is also Anywhere Fitness.

feel something better™



Fast Facts

Accolades:

- In 2015, Franchise 500 Entrepreneur magazine awarded Anytime Fitness #1 Top Global Franchise.
- In 2014, Anytime Fitness earned #3 position in the TopFranchise Awards - the only health and fitness franchise group to make it into the top ten.
- In its 2014 Franchise 500® rankings, Entrepreneur magazine awarded Anytime Fitness the following:
 - Franchise 500 Rank - #1 Top Fitness Franchise
 - Fastest-Growing Franchises - #10
 - Top Global Franchises - #10
- The International Health, Racquet and Sportsclub Association's annual IHRSA Global 25, published in the July 2009 issue of Club Business International, found Anytime Fitness added 369 units in 2008 - more than any other club company in the industry.
- For the 6th year in a row, Franchise Business Review has given Anytime Fitness its top rating and an "FBR 50" Franchisee Satisfaction Award.
- Club Business International Magazine
 - "Fastest-Growing Fitness Club in the World."
 - 260 news clubs in 2012
 - "Fastest-growing" 6 years in a row
 - "#1 Co-Ed Fitness Club in the World" with 2,345 open clubs
 - "#3 on the "Number of Members" list with 1,795,000
 - "#7 on the "Revenues" list with \$484,000,000 (FY2012)
- Forbes.com
 - America's Most Promising Companies: Anytime Fitness - 14th (view ranking)
- MoneySense
 - Anytime Fitness ranked #6 on its list of "Top Global Franchises Under \$50k."
- CNN Money
 - Anytime Fitness was named one of CNN Money's "10 Great Franchise Bets."

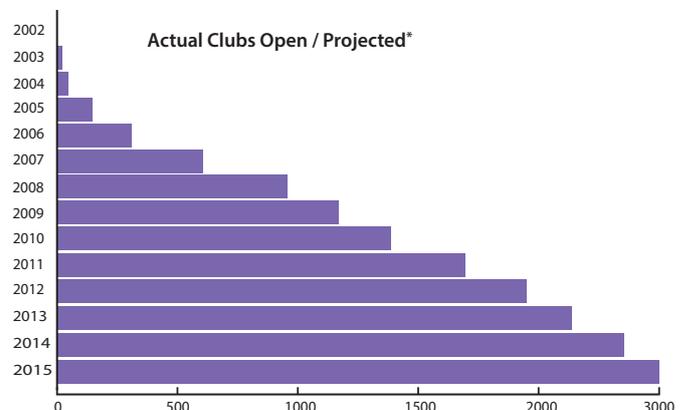


Watch us grow:

- 2,000,000 Members Worldwide (2014)
- 1,584% growth rate (2004 - 2009).
- A new club opens every business day.
- A new member joins every 2 minutes.

Items of interest:

- Anytime Fitness is the first and only co-ed fitness franchise in the world with more than 2,800 clubs.
- Anytime Fitness is now open across the USA, Australia, Grand Cayman, The Netherlands, New Zealand, Qatar and the UK.
- Franchise territories have been sold in Belgium, Ireland, Luxembourg and Poland.
- 48% of Anytime Fitness franchisees own multiple clubs or franchise territories.
- In Australia, we currently have more than 500 territories sold and a membership base of over 350,000 and growing!
- More than 400 clubs have opened in Australia over the past 6 years.
- Thousands of clubs are open in the United States, Canada, New Zealand, Mexico, Chile, Japan, India, Singapore, Poland, Qatar, Ireland, Spain, the Netherlands, and the UK.
- Franchise territories have also been sold in Europe and Asia.



In the Beginning



What do people really want from a health club? That's the key question Anytime Fitness co-founders Chuck Runyon and Dave Mortensen asked themselves eight years ago. The answer was relatively simple. When you boil it all down, people want a convenient and affordable place to go - with quality exercise equipment and a friendly atmosphere - where they can "get in, work out and get on with their lives."

Thus was born the Anytime Fitness franchise - an alternative to over-sized and over-priced health clubs, providing a viable business model for independent franchisees and affordable fitness options for hundreds of thousands of members nationwide. The first Anytime Fitness club opened its doors in the USA in 2002.

The #1 Fitness Club Franchise

Anytime Fitness is the fastest-growing fitness club franchise on the planet and the only co-ed gym with more than 2,800 clubs open worldwide. Opening clubs at a rate of more than one per day, Anytime Fitness is rapidly expanding internationally and opened its 3000th club in late 2015.

The Secret to Our Success

At Anytime Fitness, we understand how important convenience is to our members. People want to exercise on their own terms: whenever their busy schedules allow, close to their homes or work places - and when they travel.

That's why Anytime Fitness clubs are open 24/7 - allowing members to work out any time of the day or night - even when our clubs are not staffed.

It's also the rationale behind our reciprocity policy: join one Anytime Fitness club and use more than 2,800 other clubs in the world-at no extra charge. What could be more convenient than that?

Another feature which separates Anytime Fitness from the rest of the pack is our integrated use of software, security, and surveillance systems which allow owners to operate safe and secure clubs with greatly reduced staffing needs.

Neighborhood-Style Clubs

Anytime Fitness prides itself on its commitment to community involvement. We're also one of the few fitness franchises to succeed in smaller population centres traditionally ignored by larger clubs. In fact, most members live or work within a 3 kilometre radius of our clubs. That convenience is fueling the growth of Anytime Fitness!

The Anytime Business Model

One of the best franchise opportunities

It's no accident that Anytime Fitness is the no. #1 franchise of any type in the world. Nor is it a fluke that Anytime Fitness has been described as "the darling of the fitness industry." There are several very good reasons why Anytime Fitness has captured the franchising world by storm. It's a story that can be best summed up by the phrase "a great idea, very well executed."

The concept

From a franchising perspective, it all began with a desire to create an opportunity for entrepreneurs to run businesses they could be proud of - without running themselves into the ground. Many franchisors promise to provide their franchisees with the a return on their investment that's so strong that they'll be rewarded with all sorts of free time and the freedom to enjoy their families. Not all franchisors, however, actually deliver on that promise. Anytime Fitness not only meets, but frequently exceeds franchisee expectations.

Low staff costs

One of the most important components to the Anytime Fitness business model is the ability to minimise payroll costs for club owners while maximising security and enjoyment for club members. A key to all of this is Anytime Fitness' innovative use of integrated billing and security systems. A unified system tracks member usage while simultaneously preventing non-member access. The same proprietary system seamlessly commands surveillance and alarm devices. This state-of-the-art technology allows clubs to run smoothly and worry-free even during non-staffed hours. The end result is that payroll typically comprises only 10% of the operating costs for Anytime Fitness clubs. Compare that figure to the 45% payroll costs at typical franchising ventures. Franchisees don't have to "live at the office" when they own an Anytime Fitness club. A balanced life isn't merely our goal - we've built it right into the business plan.

Like a well-oiled machine

Anytime Fitness club owners don't have to worry about things like polluted pools, stinky saunas or daycare disasters. We've boiled our business model down to the core essentials which members expect from a quality fitness centre and we've eliminated costly extravagances which too often muck things up. At Anytime Fitness, new franchisees don't have to re-invent the wheel. Our loyal family of preferred vendors supply our franchisees with quality products at the best available prices. Our affiliated financial services and real estate companies help franchisees get off to a solid start and our experienced staff of franchise consultants supports franchisees when they're up and running.

Improving a community, one individual at a time

At the end of the day, what makes Anytime Fitness club owners feel good about themselves is what they're doing for other people. They're helping their neighbors transform their lives. Franchisees hear it from their club members all the time: "This place has really helped me turn my life around. I was having significant health issues before I started coming here. Now, my quality of life is dramatically better." With the health care crisis growing worse each day, what people really need is a convenient and affordable fitness option. That's what Anytime Fitness provides. It's a proven business model that gives members what they desire and club owners unparalleled job satisfaction.

The numbers tell the story

A whopping 56% of Anytime Fitness franchisees own multiple clubs and/or territories. In fact, many of our franchisees own four, five or more clubs. They're able to do so because, if you follow the business model and listen to our franchise consultants, Anytime Fitness clubs truly do provide franchisees with wonderful returns on their investments. Harder to quantify are the invaluable benefits franchisees receive: the freedom of spending time with their friends and family and the knowledge that they're making their communities better places to live.

FAQ'S

How can Anytime Fitness clubs ensure security during unstaffed hours?

The security systems in place at Anytime Fitness clubs are second to none. Integrated surveillance cameras, tailgating detectors, voice to club, full first aid kits, AEDS, panic buttons, emergency phones and personal security alarms all combine to maximise member safety. Add into the mix, well-lit clubs, state-of-the-art equipment and automated external defibrillators and you'll be safer working out at Anytime Fitness than in your own home.

What type of service can a member expect at Anytime Fitness?

Members can access Anytime Fitness clubs 24 hours a day by using computerised pass cards and/or key fobs. In addition, clubs prominently display their staffed hours on the outside of their buildings and on their websites. Staff members provide new members with comprehensive orientations of clubs and their equipment. Personal trainers are available by appointment to help members devise individualised exercise and nutritional program - regardless of a member's fitness level. At Anytime Fitness, we pride ourselves on offering a friendly and supportive atmosphere in clean and well-maintained facilities. And we respond to all inquiries and requests within 24 hours.

What is Anywhere Club Access?

Anywhere Club Access means, if you join one Anytime Fitness club, then you can use any of our other clubs at no additional charge. That's an extremely valuable option when you realise that there are more than 2,500 Anytime Fitness clubs all over the world. Club members have made it clear that they love this benefit because it allows them to work out near their homes, near their workplaces and even when they travel. In this way, Anytime Fitness is unique - no other fitness franchise offers the combination of 24-hour access and reciprocity between clubs.

Security Systems

How can a club securely offer 24-hour access?

Using a proprietary access system, Anytime Fitness clubs are open to their members on a 24-hour basis. The access system is fully integrated with our member check-in software and onsite security systems, which include closed-circuit television and tailgate detection for entry doors. All this allows members to feel secure in the clubs, even when they are not staffed.

On average, approximately 5% of members choose to workout between midnight and 5:00am. Using advanced member tracking software, we know there is rarely only one person in the club during those hours. Even so, the use of personal security devices is strongly encouraged by club owners during non-staffed hours.

Typical Entry Procedure

The main member entrance door is equipped with a proximity access control system. To gain entrance, the member holds their key fob or membership card in front of a device called a proximity reader.

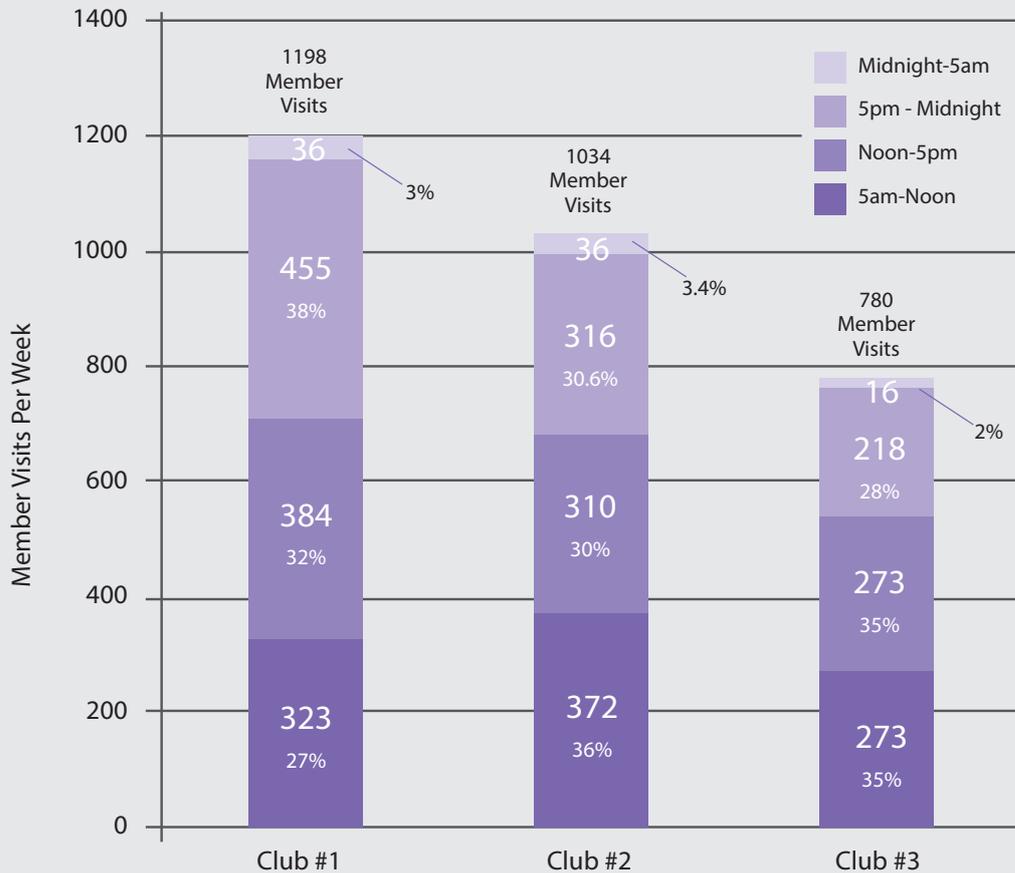
Once the club's computer system determines if the key is valid, the member is admitted to the club. If more than one person tries to enter the facility on one key/card access, an audible alarm is triggered by the automatic tailgate system as well as an alarm on the computer's video tracking system that can be viewed at a later time.

Each club is fitted with high resolution surveillance cameras and emergency buttons providing a direct link to our monitored 24/7 security control room.

Usage Statistics: When do members work-out?

While Anytime Fitness members appreciate round-the-clock convenience, only a small percentage of those members workout during the early morning hours. Most members visit our clubs between the hours of 5:00 a.m. and 5:00 p.m. Many of the hours in this time block tend to be staffed. During staffed hours, members can interact with club staff, including personal trainers, member service representatives, and club owners/managers.

The chart below illustrates the typical usage pattern at three clubs in our franchise family:



Anytime Fitness Franchise Support

In 2015, Franchise 500 Entrepreneur magazine awarded Anytime Fitness #1 Top Global Franchise.

Anytime Fitness Australia Earns 3rd Place in Top Franchise Awards 2014!

Anytime Fitness Australia, part of the world's largest 24 hour fitness franchise, are celebrating earning 3rd place in the TopFranchise awards. They are the only health and fitness franchise group to make it into the top ten.

The TopFranchise Awards, www.topfranchise.com.au, surveys over 1,000 franchisees across Australia and benchmarks franchisors against average industry performance. This is measured across numerous categories, which include; renewal, recommendation, financial, lifestyle, passion, support and opportunities. Anytime Fitness has made the top 10 franchises in Australia, exceling across all of these benchmarks and ranking at number 3.

Justin McDonell and his sister Jacinta McDonell launched the highly successful US franchise Anytime Fitness into Australia in 2008. With over 2800 clubs and 2.5 million members' worldwide, since Anytime Fitness's launch into Australia it has become the quickest growing segment of the world's fastest growing fitness chain and is Australia's number one health club.



www.topfranchise.com.au

feel something better™



At a Glance

Australian Fitness Industry



JOGGING

AEROBICS, FITNESS AND GYM ACTIVITIES



Aerobics, Fitness and Gym activities are now the second most popular form of exercise after jogging, gaining over 400,000 participants between 2005-2009.

There are an estimated 4,000 fitness centres in Australia and New Zealand.

In 2012, the fitness industry had revenue of over \$2 billion and contributed \$1.4 billion to Australia's GDP.

Regional gyms are operating as successfully as metropolitan facilities. 51% of centres report that membership numbers are up on last year, while 36% have stayed the same.



Approximately 77% of gym members use their memberships regularly

67% of fitness businesses experienced increase in customer base over 2007-08.



64% of fitness businesses experience increased revenue over the 2007-08 period

4 in 10

number of Australians who participate in gym workouts or group exercise

25 - 44

Gym participants are skewed towards females aged 25-44

43%

Percentage of women aged 45+ attend gym based activities

15%

Percentage of men aged 45+ attend gym based activities

Sources:

- The Australian Fitness Industry Report 2012, Fitness Australia
- Australasian Fitness Industry Survey (AU & NZ), Australian Leisure Management: On The Up May/June 2008
- 2008 Fitness Industry Profile Report. Fitness Australia

Anytime Fitness Franchise Support

Franchisee Web Support Centre: The Dashboard

Your clubs may be open around the clock, and so are we. Our integrated Anytime Fitness Web Support Centre - the Dashboard - provides the complete range of support vital for making your club a success.

Your personal Dashboard passwords open the door to:

Success Pack: Our international franchisee newsletter, with news, tips and premium business practice ideas for all to share.

Anytime News: Our local franchisee monthly newsletter specifically for Australian clubs, with local industry information, news, marketing ideas and updates on the club scene.

Franchisee Notices: Any important notices that affect our franchised clubs are posted here, providing a way of publishing prompt and accurate information.

Corporate Journal: Topics of interest, news items and general industry information are posted on the corporate journal. It's blog like capabilities make it perfect for sharing and commenting on ideas.

Preferred Supplier contacts: Need marketing material printed, promotional items or clothing ordered. Our preferred suppliers can do it all for you with a minimum of fuss.

Phase Program: The Phase Program is our online bible of information. The Phase Program is where you can turn to, to find any information needed to run your club efficiently.

Anytime Fitness Website

The Anytime Fitness website is your voice to the world. As a franchisee your club will have a personalised web page, allowing prospective members to tour your club, meet the staff and download a free 7 day pass to trial your club.

You have direct access as to what appears on your clubs page, with changes being made via the dashboard mentioned above. To view the Anytime Fitness Australia website go to www.anytimefitness.com.au

Member Success Stories



Andrew | AF Glebe

"I live in Sydney and am a member of Anytime Fitness. I bloody love it! Over the past ten weeks I have been doing the ASN body Transformation Challenge, something I have always wanted to do. I couldn't have done it without your franchise, so THANK YOU! I work in Glebe and used their gym every week day morning, I live in Bellevue Hill and used the Bondi Junction Gym every weekend, and tutor kids in Edgecliffe so I used the Edgecliffe Anytime on Monday and Friday nights. I even used the Manly gym once while I was visiting a friend. No other Gyms in Sydney could have helped me to do this.

I'm not a PT, gym expert or anything like that, I am a primary school teacher, just your average bloke. However, after posting this picture on facebook I have had a lot of friends message me asking for advice on how to do what I did and telling me that I have inspired them! I've been telling them all to join Anytime Fitness, set goals and sort their nutrition out. I wondered whether my story would work for you guys as well? I feel I am a success story for your company, I have used your franchise and it has worked fantastically for me. I would absolutely love to help inspire others to improve their lifestyle through your advertising! Please let me know if you are interested or if there is anything that I can do to help in the process. Thank you so much for having such an amazing set up, you guys have changed my life."

Thanks for sharing your story Andrew, congratulations on your transformation!

Kelly | AF Wanneroo

Another amazing transformation of AF Wanneroo, Kelly!

Kelly's journey wasn't an easy one but perseverance, dedication and whole lot of sweat sessions paid off, losing a crazy 20kg since starting her journey. Kelly's amazing transformation was achieved by 3 bootcamp sessions a week, pump classes, kettleworx, Personal Training sessions, overhaul of her diet and the occasional chocolate bar... Kelly was able to achieve this through a lot of dedication to her health and fitness.

We are thrilled to have someone of her dedication in our AF family and hope her transformation will inspire other members.

Well done Kelly, we're so proud of you.

The Press Room

Anytime Fitness Australia Opens 400th Club!

Anytime Fitness, Australia's number one health club, has reached a major milestone this month with its 400th club opening. With over 2800 clubs and 2 million members' worldwide, since Anytime Fitness launched into Australia in 2008 it has become the quickest growing segment of the world's fastest growing fitness chain. This growth has spanned across Australia nationally, starting from humble beginnings with the first club in the small country town of Gunnedah, NSW, to the 400th club in Aspley, Queensland.

The Aspley club belongs to franchise Brett Coleman, and is his first Anytime Fitness club. Brett comments "I am excited to be not only an owner of an Anytime Fitness franchise, but also being part of an industry that has such a positive impact on so many people's lives. Anytime Fitness head office has provided me with endless support and operating systems to assist in the setup of my first club and I am very proud to be opening the 400th".

As part of the launch the Aspley Club is holding a grand opening on Saturday 9th May - 10am - 2pm. To celebrate the 400th opening the club will be donating \$400 to charity The Hunger Project through sales of raffle tickets for a Brisbane Broncos Jersey signed by the whole 2015 Team. There will also be a guest appearance by Broncos player Corey Parker who will be signing autographs and available for pictures with members and the general public. A \$0 joining fee for the first 400 members to sign up will be applicable on the day, and those 400 members will also receive an ASICS merchandise pack. Local business will be supplying further giveaways and there will be a face painting stall and balloons for the children, so something for everyone!

Anytime Fitness credits its fast expansion to its members, who are the company's number one priority. Anytime Fitness Australia Chairman & Co-Founder Justin McDonell says, "Our members mean a lot to us. They'll always be what matters most and are the secret to our success". Anytime Fitness want their members to feel like they belong, and feel something better every time they visit their club. McDonell says, "When designing our clubs, we look at what our members will want in their club and the services they will expect. We have world class equipment, a functional layout, online health resources, clean bathrooms, top of the range security systems, Fitness On Request group training facilities and knowledgeable staff who take an interest in all their members - and all of this available for members 24hours 7days a week."

Anytime Fitness continues to offer an exceptional product in convenient locations, allowing easier access for members to achieve their health and fitness goals. The company plans to continue to expand their already extensive club network, with more new club openings scheduled in all states throughout the rest of the year.

Anytime Fitness Mascots

Captain Running Man and Xpressa

Exercising is hard work, but that doesn't mean you can't have fun while you're living a healthy lifestyle. At Anytime Fitness, we believe it's important to do what you love and love what you do. After all, what sense does it make to bust your butt at the gym if you can't go out and enjoy yourself afterwards?

Captain Running Man & Xpressa believe strongly that life is meant to be enjoyed. They also believe that in order to live life to the fullest you need to have fun while you're at it.

Life is not a spectator sport. You have to get out there and make some noise.

That's why you can expect to see Captain Running Man and Xpressa at all sorts of fun and exciting events. Whether it's jumping out of airplanes, sprinting down race courses or drawing a crowd at local parades... the official Anytime Fitness mascots are always having a good time.



Captain Running Man and Xpressa are available for hire from the Anytime Fitness Support Office.



As many of our local clubs have already found out, they are a fantastic tool to use during your club pre-sales period, for Grand Openings, or for any community event such as fun runs.





For more information please contact the
Anytime Fitness Support Office on

02 9415 5300
or visit our website
anytimefitness.com.au



Ground Floor, 71 Longueville Rd
Lane Cove NSW 2066 Australia

Disclaimer:

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