

## Plus Fitness opens 200<sup>th</sup> club

14 October 2021

Viva Leisure Limited (**Viva Leisure**) (ASX:VVA) wishes to advise the market that its Plus Fitness brand of franchised health clubs has today opened its 200<sup>th</sup> location in Ryde, NSW

### Background

Plus Fitness opened its first franchised location in NSW during 2011, and now operates in Australia, and overseas.

The Plus Fitness franchise model offers its franchisees extensive support from a dedicated team of personnel at its Head Office. The model is turnkey by design and provides its Franchisees with a consistent direct debit income stream in a low staff, fast paced environment. The Plus Fitness network of clubs generate in excess of \$100 million of revenue which makes the network one of the largest fitness franchises around the world.

### Club Number 200

Today with the opening of Plus Fitness Ryde, the network achieves the 200 club milestone. The network is made up of clubs in Australia (192), New Zealand (3), and India (5).

The network will continue to grow with a further 45 territories now sold and at various stages of opening, so there are no signs of slowing down.

Viva Leisure CEO and Managing Director, Harry Konstantinou said:

“Viva Leisure acquired Plus Fitness in August 2020, and the team has successfully managed to expand the business to 200 locations despite the difficult economic environment experienced due to lockdowns since acquisition. The Plus Fitness offering is a market leading robust option in the low cost, low service fitness market. With access to Viva’s unique club management systems now being implemented, and a strong pipeline of new territories sold we expect the network to accelerate its growth from here.”

ENDS

This announcement has been approved for release by the Board.

### For further information, please contact:

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## **About Viva Leisure:**

Founded in 2004, Viva Leisure operates health clubs (gymnasiums) within the health and leisure industry. Viva Leisure's mission is to connect health and fitness to as many people as possible and aims to provide its members with affordable, accessible and awesome facilities.

Viva Leisure offers customers several different membership options and a range of different types of facilities from big-box fitness facilities to boutique fitness facilities. The Company currently operates 122 health clubs within the Australian Capital Territory, New South Wales, Victoria, and Queensland, together with the master franchise for the Plus Fitness group of approximately 200 clubs.