

The fit20 business proposition

Master Franchise candidate

2024

fit20[®]
Fit in 20 minutes per week

► Our mission

We add strength to your life

High intensity strength training is the most important form of training for overall health and wellness. This includes resilience, vigor, cognitive function and mental focus. We add strength so you can get the most out of your life.



We add strength to your life

mission

changed by fit20

Personal attention • Realising potential • Learning is everything • We share success

core values

fit20
Fit in 20 minutes per week

► Our vision

Strength changes everything

Strength is one of the best predictors of survival and longevity. Strength improves almost every health outcome and is therefore paramount for general health and wellbeing at all ages.



We add strength to your life

mission

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► Our core values

1. Personal attention
2. Realising potential
3. Learning is everything
4. We share success

We add
strength
to your life

mission

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core values

fit20
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Our fans for life



The fit20 Teams

Personal Trainers

Your business

Franchise Owners

**Overview fit20
organisation**

You!

**Master Franchise
Owners**

Support and Consultancy for countries

International

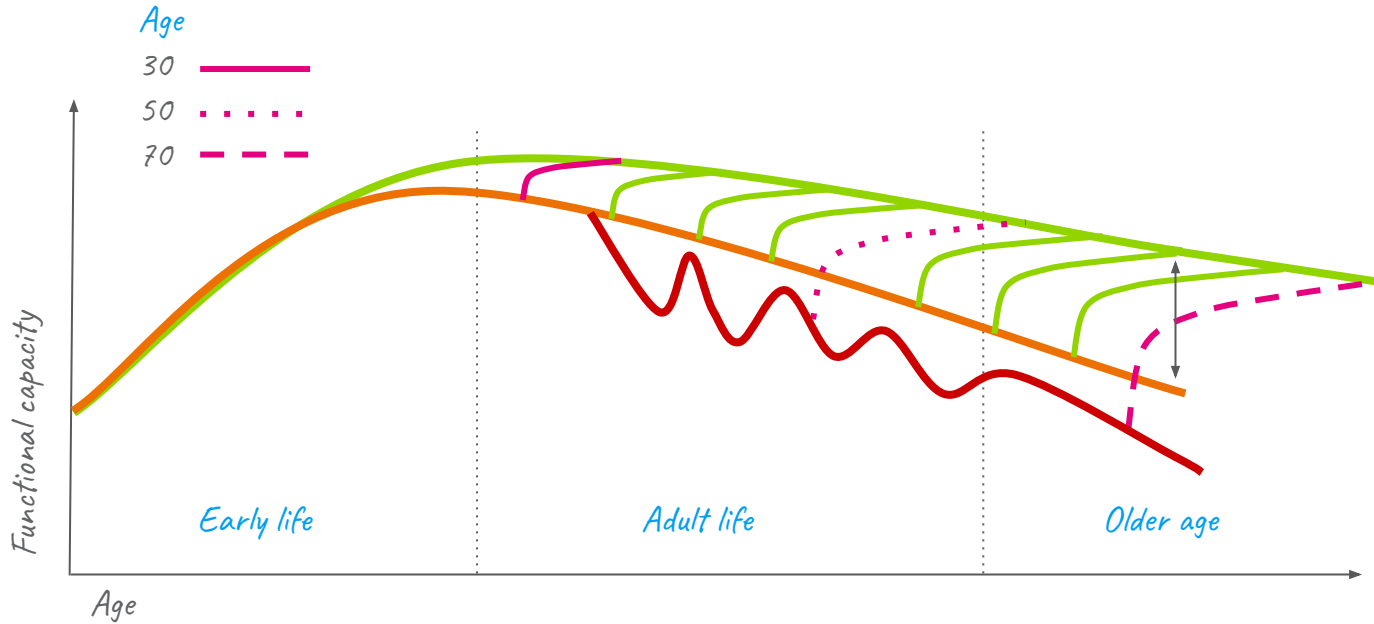
Development formula

Group

fit20[®]
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► At any age progress is possible

Functional capacity in relation to age



A landmark study, the first study in the world based on the data of 16.000 members over a period of 6,5 years tracking the effect of their weekly fit20 training on their strength levels over a long period of time.
James Steele
["The fit20 Study"](#)

► Our market potential

Changing demographics

- 1 in 2 people above 40 has a chronic health condition
- The emergence of the 'silver economy'
- Traditional fitness is aimed at younger people
- Employers are beginning to view the health & fitness of their aging employees as a corporate responsibility and view their employees as their greatest asset
- Health conscience was already growing and covid contributes to this trend



► Huge potential

Target audience

- 40+ year old men and women are an underserved, growth market with a **huge potential**
- They **tend to be busy** with both their careers and family, making time more scarce than money
- **Little affinity with active sports** or going to a gym
- As premature aging contributes to the onset of many modern diseases it is important **to delay this decline by staying strong**, this is actually easier than we think to be possible



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► fit20 Master Franchisee Profile

The fit20 Master Franchisee (MF) is a business professional or company with franchise knowledge and experience that is attracted to own an exclusive licence to drive a successful and profitable business in the service market of personal health and fitness.

The MF profile:

- Experience with franchising
- (access to) capital to invest
- Excellent communication skills
- Mastering the English language
- Drive to build and lead a large franchise organisation
- Excellent business network
- Long term business perspective

The MF is offered:

- Unique and world wide protected Brand
- Proven scalable success formula
- Partnering with the global market leader in evidence-based strength training
- Attractive revenue model for both Master and Single/Multi Unit Franchisees
- Dedicated and value driven Full Franchise Support including fit20 Academy

► fit20 Master Franchise Owner proposition

Three uniques

- 1.** Excellent earning model (subscription based steady resilient income)
 - Starting out as a small team to Recruit FO's and provide Onboarding & Operational Support
- 2.** Preventative Health Service within a clearly defined niche market without investment in product stock
 - that is relatively easy to scale up to a large number of studio's
- 3.** Relatively low investment, high ROI in a growth market
 - from 10 year perspective

The MF licence grants the exclusive territory of a country for 10 years. Within this period a profitable business can be built in the growth market of the fit20 personal health and fitness service. The investment required depends on the chosen MF Strategy



Join fit20 today!

www.fit20.com

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