

PLUS FITNESS

THE PLUS SIDE OF GYM OWNERSHIP



THE PLUS SIDE OF GYM OWNERSHIP



**PROVEN
AUSTRALIAN
SUCCESS**



**LOCAL UK
LEADERSHIP**



**LOW COST,
HIGH RETURN
MODEL**



**ONGOING
TRAINING &
SUPPORT**



**200+
LOCATIONS
GLOBALLY**



**LOW
STAFFING
MODEL**



**FAST BREAK
EVEN POINT**



**AFFORDABLE
INVESTMENT**

WHAT MAKES US UNIQUE



UK READY TECHNOLOGY

Modern member app fully tailored for the UK market.



COMPREHENSIVE TRAINING & LOCAL SUPPORT

Full training and ongoing support from the UK team, backed by 25+ years of proven Australian systems.



POWERFUL MARKETING & BRAND SUPPORT

National and local marketing, digital tools and strong brand recognition to attract and retain members quickly.



EFFICIENT 24/7 OPERATIONS

Low-overhead model with minimal staffing, proven equipment partnerships and streamlined UK processes.

FULLY SUPPORTED LAUNCH

The Plus Fitness franchise model is designed to give you maximum flexibility while providing strong support during the critical setup phase. Whether you want to be hands-on or prefer a more supported approach, we can guide you through site selection, fit-out, equipment, pre-opening marketing, and staff training.

Our goal is to help you open a successful club with the systems, processes, and backing of an established international brand, so you can focus on running and growing your business. Notably, 80% of our franchisees go on to own more than one club.



AUSTRALIAN BACKED

Plus Fitness is wholly Australian owned and forms part of the ASX-listed Viva Leisure Group. This ownership structure provides franchisees with the reassurance of a financially robust, publicly listed parent company, along with access to proven systems, operational expertise, and ongoing support developed over nearly three decades.

Our model has been refined across more than 200+ successful clubs in Australia, New Zealand and India. Now launching in the United Kingdom, we bring a battle-tested franchise system backed by strong corporate infrastructure, giving you the best of both worlds, a proven international brand with local UK execution and support.



PLUS FITNESS

EVERY STEP OF THE WAY WE'RE THERE

Our experienced Support Team are here to offer their knowledge and are dedicated to helping you make your club a successful enterprise. We have a network of proven and trusted suppliers who will work with you to design and fit-out your club. As a franchisee, you will receive a designated Business Performance Manager (BPM) to help support you throughout your business journey, with the backing of a team of business experts. You'll be welcomed into our network of over 190 franchisees, who will offer guidance and share their firsthand experiences.



OPERATIONS



MARKETING

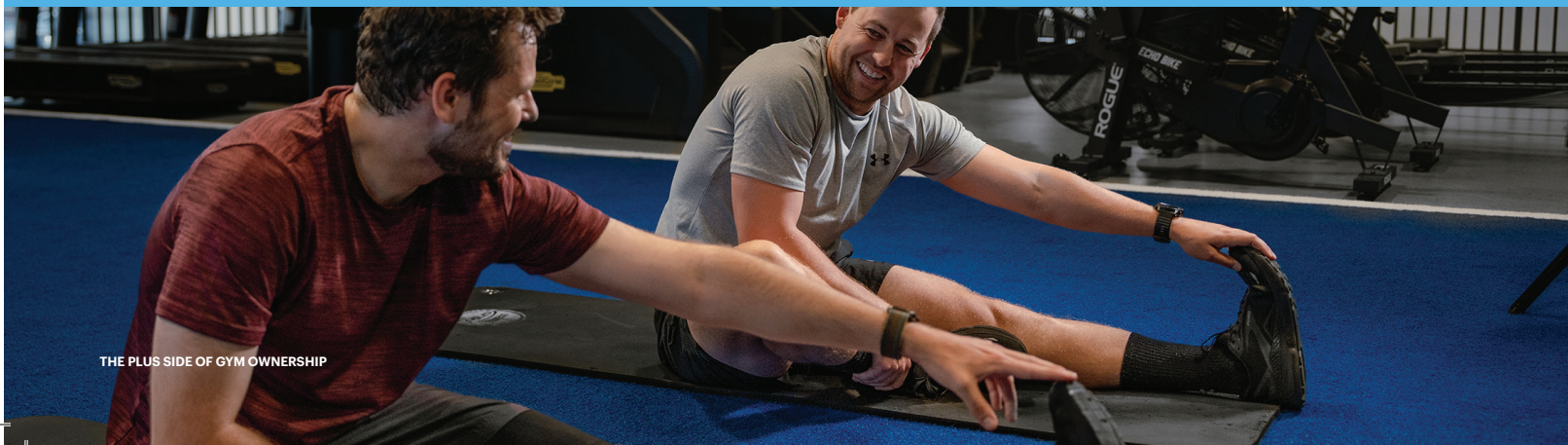


TRAINING



IT SUPPORT

THE PLUS SIDE OF GYM OWNERSHIP



YOU'VE GOT THIS
+ WE'VE GOT YOU



PLUS FITNESS

GLOBAL NETWORK

13 CLUBS
INDIA

THAILAND

COMING SOON
MALAYSIA

SINGAPORE

COMING SOON
HONG KONG

COMING SOON
PHILIPPINES

COMING SOON
INDONESIA

OPENING 2026
UNITED KINGDOM

TOTAL FRANCHISES 230+

TOTAL FRANCHISEES 190+

TOTAL MEMBERS 200,000+

As of January 2026

THE PLUS SIDE OF GYM OWNERSHIP

210+
AUSTRALIA

2 CLUBS
NEW ZEALAND



OWNERSHIP IS FREEDOM

Owning a Plus Fitness franchise is a rewarding experience, and the lifestyle benefits aren't strictly limited to the hours worked. As a passionate franchisee, you'll enjoy running your own business and connecting with local customers, becoming part of their life-changing fitness journey.

We believe that fitness is about positivity, personal growth, and community, and anyone can be part of that! While an interest in fitness helps, you don't need to be a gym junkie or trainer to succeed with Plus Fitness.

PLUS FITNESS

MEET OUR FRANCHISEES



THE PLUS SIDE OF GYM OWNERSHIP

“Owning a Plus Fitness franchise has improved our lifestyle. It’s allowed us to work when we want, not because we have to.”

BARDYA POURYA

Multi Site Franchisees

What has been your Plus Fitness Journey?

We’ve been Plus Fitness franchisees for about a decade. We started off with Plus Fitness Engadine, and almost every year we’ve opened another one from then on. We currently own six Plus Fitness franchises. We never intended to own six, but we had one that was successful and we always wanted to scale.

How has owning a Plus Fitness franchise affected your lifestyle?

Owning a Plus Fitness franchise has improved our lifestyle. It’s allowed us to work when we want, not because we have to. I’ve always been passionate about health and fitness being a pharmacist, so this allowed me to work on the preventative side rather than, you know, what happens when you don’t lead a healthy lifestyle.

It’s given me the opportunity to work part time. It’s been financially rewarding. I can spend more time with my family. I’ve built really close relationships with my brother, running a business with him, but also team members and other stakeholders in the group.

Best tips on becoming a Plus Fitness franchisee?

My best tip when joining the Plus Fitness franchise is to speak to franchisees.

That’s what I did when we first started, and I found that invaluable for our journey. My tip would be just to engross yourself in the learning experience because it’s a franchise model. You’ve got that support from the head office so you know you’re not on your own.

Favourite part of the work day?

As a franchisee, my favourite part of the work day is checking in with the management team. It’s exciting and nice to know what’s happening on the ground and whether the strategies that we’ve employed at a franchisee level are causing any headwinds on their level and on the sale.

What was your dream when you opened your first Plus Fitness?

My dream when we opened that first club was just creating a really nice product for the members. We’d never done it before, so we figured if we create a really good gym for people to want to train in, we would be successful. The ultimate dream was obviously to scale. So if we could create a really nice product that was successful, why couldn’t we do it again and again?

“The most rewarding part of owning your own business is the simple fact that you are the boss.”



NICK

**Warners Bay Franchisee
Owner Operator “Fitness Fanatic”**

What were you doing before becoming a Plus Fitness franchisee?

Before becoming a franchisee, I was actually a manager at Plus Fitness North Richmond. I was a Uni student, I worked at Video Ezy as well as running cinemas.

Day in the life of a Plus Fitness franchisee?

It's a lot of work, a lot of talking, a lot more talking than work sometimes. It's just the daily operations. You come in, you make sure the club is clean. Everyone wants to come to a nice, clean club.

Most rewarding part of owning a Plus Fitness?

The most rewarding part of owning your own business is the simple fact that you are the boss. You're the owner. I guess the only thing that I could compare it to without being a father would be that it's your child, it's your baby. You get to see it grow and develop.

What led you to choose Plus Fitness?

I think it came down to me being exposed during my time at Plus Fitness North Richmond. I got a lot of insight and information about how the business runs, what happens, how to go through such processes, and then I just enjoyed the sales aspect of it and getting to know the members.

Would you recommend Plus Fitness as a franchisee?

I'd certainly recommend Plus Fitness as a franchisee. The recent changes that the brand has undergone, from where we were to where we are now is making the gym and the business itself so much more relevant in the current market space. Social media is a massive driver of that, you know and the members, they want to feel proud of the gym that they go to.

What was your dream when you opened your first Plus Fitness?

The dream when I opened the Plus Fitness gym was to really make a difference. As cliché as that might sound but make a difference to the people. Again, by just knowing someone's name, having a chat and building a community in that environment where everyone feels comfortable.

PROVEN FORMULA

We're proud of what we've achieved so far; opening 200+ clubs in Australia and growing internationally into New Zealand and India, while supporting over 190 franchisees. Now we're launching into the UK, opening our first site in London. Together, we're helping more than 200,000+ members live happier and healthier lives by delivering enhanced fitness experiences that empower individuals mentally, emotionally, and physically.

FAST BREAK-EVEN POINT

THE PLUS SIDE OF GYM OWNERSHIP



AFFORDABLE **INVESTMENT**



**LOW COST FROM
£200-£500K***



**STRONG RETURN
ON INVESTMENT**

*Finance Available



PLUS FITNESS

GET TO KNOW YOUR MEMBERS

Unlike most franchises where a large number of staff is required to run your business effectively, the low staffing model of Plus Fitness allows you to spend more time strategically working on your business, focusing on growth. Our systems allow for automations that help reduce staff requirements allowing them to spend more time on the gym floor engaging with your members.

As a passionate franchisee, working in your own business is an enjoyable and worthwhile cause with the added benefit of getting to know your members well while being a part of their fitness journey – something that can literally change lives as you help your community embrace the Plus Side!

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NOTE FROM OUR INTERNATIONAL DIRECTOR

PLUS FITNESS INTERNATIONAL

When you join our growing family of franchisees, you will truly be living life on the plus side, reaping all the benefits of being your own boss, all while changing lives and making the world a healthier and happier place. All of our franchisees share the same values and ambitions of success. We can't wait to take you on a journey that goes beyond just fitness, and into a deeper sense of wellbeing for both you and your future members!

Gordon Martin - Director, Plus Fitness International

SUPPORT OFFICE TEAM

Your dedicated Business Performance Manager (BPM) will be with you from the start and will share their expert industry experience throughout all stages of your club life. Our experienced Support Team are here to offer their knowledge, and are dedicated to helping you make your club a success.

UK MASTER FRANCHISEE

As the UK Master Franchisee, I am personally committed to the success of every franchisee who joins us. I will be actively involved in supporting you through every stage, from site selection and fit-out through to opening and beyond. My goal is simple: to help you build a successful, profitable club while delivering the high standards our members expect. When you win, we all win. I look forward to welcoming you to Plus Fitness UK.

Nick Kosmas - Master Franchisee, Plus Fitness UK

VIVA ASX

Plus Fitness is a part of the larger ASX listed Viva Leisure Limited. With 20+ years of experience in the industry, Viva Leisure operates over 180 corporate sites in Australia under the Club Lime, Hiit Republic, Rebalance and GroundUp brands. Being a part of this group offers comfort and security as to the financial viability of the Plus Fitness franchise offering and gives you access to the skills and knowledge from the wider Viva Leisure network.



PLUS FITNESS



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Contact Ryan for more information and a Financial Modelling Tool.

