

ITEM 18. PUBLIC FIGURES

We do not use any public figure to promote our franchise.

ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This Item 19 is divided into three sections. Section I discloses historical financial information of Anytime Fitness centers operating with the Coaching Suite described below that all new franchisees will have. Section II discloses historical financial information of Anytime Fitness centers that are using all 5 tools from what we refer to as "SmartCoaching" in the operation of the center. Section III uses historical financial information from our company-owned centers to provide a statement of revenue, expenses and earnings. We adjusted the expenses to reflect estimated costs we believe a franchisee would incur.

I. Historical Revenues for Franchised Anytime Fitness Centers Operating With Coaching Suite

Several years ago, our predecessor, AFLLC, implemented a Training Suite (also referred to as Anytime Fitness Live Programming and now referred to as the "Coaching Suite") and recommended that our Anytime Fitness full size centers implement this program. In March 2019, our predecessor made the initial Training Suite program mandatory for new and renewing Anytime Fitness full-service centers. In addition, our predecessor began recommending that existing franchisees use the Training Suite, and most of those existing franchisees signed a training addendum to our franchise agreement, under which they began using the Training Suite.

As of February 28, 2025 there were 2,289 franchised centers in the Anytime Fitness system. We had 1,656 franchised centers that were open and operating for the 12 month period ended February 28, 2025 (the **"Relevant Time Period"**), were running the Training Suite, now known as Coaching Suite, for the Relevant Time Period and reported training revenues to us during the Relevant Time Period. The earliest of these centers opened in 2003 and the latest in 2023. We included one center in this group that our affiliate transferred to a franchisee because that center operated as a franchised center for approximately 11 of the 12 months of the Relevant Time Period. We excluded two centers that were severely damaged and temporarily closed for rebuilding during the Relevant Time Period. We also excluded 29 centers that permanently closed during the Relevant Time Period. None of these centers operated for less than 12 months before closing.

These centers received monthly revenue from 3 primary sources. One source is monthly membership fees from ongoing members. Another source is pay-per-visit fees, which are typically paid by employers or insurance companies who pay a nominal fee on behalf of their employee or insured for each visit. A third source is coaching/personal training revenue. (A fourth source of revenue is one-time enrollment fees for new members, but these fees are not charged by all centers and the fees are not consistent between centers. A fifth source is vending income, which some centers do not have and is, in any event, minimal. We do not provide information on these additional revenue sources.)

The chart immediately below provides information on certain revenue streams as detailed in the chart, along with monthly membership count, of the 1,656 Anytime Fitness centers for the Relevant Time Period based on information these centers reported to us. This chart also provides this same information for each group of centers in each quartile. Centers were placed in quartiles based on their individual total revenue for the Relevant Time Period. The 414 centers with the highest total revenue during the Relevant Time Period were placed in the Fourth Quartile, the next 414 in the Third Quartile, the next 414 in the Second Quartile and the last 414 centers in the Fourth Quartile.

| | Average of All (1,656 Centers) | Median of All (1,656 Centers) | Fourth Quartile Average (414 Centers) | Fourth Quartile Median (414 Centers) | Third Quartile Average (414 Centers) | Third Quartile Median (414 Centers) | Second Quartile Average (414 Centers) | Second Quartile Median (414 Centers) | First Quartile Average (414 Centers) | First Quartile Median (414 Centers) |
|--|--------------------------------|-------------------------------|---------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|---------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|
| Membership Revenue | \$339,064 | \$301,444 | \$553,162 | \$514,261 | \$345,336 | \$346,640 | \$268,359 | \$266,796 | \$189,400 | \$190,700 |
| Personal Training Revenue | \$74,006 | \$49,858 | \$145,497 | \$123,441 | \$78,744 | \$70,792 | \$47,574 | \$39,768 | \$24,210 | \$18,129 |
| Pay-Per-Visit Revenue | \$29,615 | \$24,011 | \$43,446 | \$32,574 | \$31,193 | \$28,240 | \$25,470 | \$22,889 | \$18,352 | \$14,898 |
| I Revenue | \$442,686 | \$394,973 | \$742,106 | \$670,417 | \$455,273 | \$451,275 | \$341,403 | \$341,755 | \$231,962 | \$239,134 |
| Number/Percentage At or Above Average Total Revenue | 652/39% | N/A | 149/36% | N/A | 194/47% | N/A | 210/51% | N/A | 231/56% | N/A |
| Highest Total Revenue | \$1,835,348 | N/A | \$1,835,348 | N/A | \$534,001 | N/A | \$394,940 | N/A | \$293,650 | N/A |
| Lowest Total Revenue | \$86,175 | N/A | \$534,059 | N/A | \$395,007 | N/A | \$293,800 | N/A | \$86,175 | N/A |
| Average Monthly Membership Count | 677 | 604 | 1,029 | 976 | 694 | 682 | 561 | 549 | 422 | 412 |
| Number/Percentage At or Above Average Monthly Membership Count | 653/39% | N/A | 176/43% | N/A | 185/45% | N/A | 190/46% | N/A | 196/47% | N/A |
| Highest Monthly Membership Count | 3,527 | N/A | 3,527 | N/A | 1,324 | N/A | 1,240 | N/A | 1,257 | N/A |
| Lowest Monthly Membership Count | 181 | N/A | 354 | N/A | 324 | N/A | 298 | N/A | 181 | N/A |

1. Average membership revenue, personal training revenue and pay-per-visit revenue for all 1,656 of the centers as reflected in the chart above were calculated by determining the total amount of revenue for each of these centers in each of these categories and dividing that amount by 1,656 (the total number of centers) for each of the categories. Total Revenue as reflected in the chart above for these centers was determined in the same manner except that for each of these centers these three revenue categories were summed, the total revenue amount for each of these centers were added together and the resulting amount was divided by 1,656 (the total number of centers). These same calculations were used to determine the averages for each of these revenue items for each group of Studios in each Quartile in the chart above.

2. Whenever in this Item 19 we refer to “monthly membership count” this is the count of distinct paid members whose agreement starts on or before the last day of the Relevant Time Period and end on or after the first day of the Relevant Time Period. It includes installment and paid-in-full memberships. We have also included frozen and red/yellow (delinquent) members. We have excluded trial and complimentary members. The average of the 1,656 centers was calculated by determining the monthly member average of each of these centers during the Relevant Time Period and then determining the average of all of these monthly averages. To determine the monthly member average of each of these centers we determined the total number of members of that center who meet the definition above during the Relevant Time Period and

divided by 12. We used this same calculation to determine the monthly member average for each group of centers in each Quartile in the chart above.

Some outlets have sold these amounts. Your individual results may differ. There is no assurance that you'll sell as much.

II. Historical Revenues for Franchised Anytime Fitness Centers Using SmartCoaching in the Operation of their Centers

We currently recommend that our Anytime Fitness centers use what we refer to as "SmartCoaching" in the operation of the center. SmartCoaching is our initiative for centers to use various operational and sales tools we provide to them directly or via third party suppliers. These tools are the: (i) VI Smart Engagement, (ii) Coaching Dashboard, (iii) Fab 5, (iv) Evolt, and (v) bi-weekly billing. There were 297 centers that were open and operating for the Relevant Time Period that used all 5 of the SmartCoaching tools listed above for at least 9 months during the Relevant Time Period. The earliest of these centers opened in 2003 and the latest in 2023. The same two centers excluded in Section 1 due to severe damage and temporary closure were also excluded in this Section II. Likewise, we included in this group of centers the transferred center that was included in Section I.

The following represents information on certain revenue streams as detailed in the chart immediately below, and monthly membership count, for the Relevant Time Period based on information these centers reported to us. This chart also provides this same information for each group of centers in each quartile. Centers were placed in quartiles based on their individual total revenue for the Relevant Time Period. The 74 centers with the highest total revenue during the Relevant Time Period were placed in the Fourth Quartile, the next 74 in the Third Quartile, the next 75 in the Second Quartile and the last 74 centers in the First Quartile. As reported above, some of these 297 centers also received revenues from one-time enrollment fees for new members, and vending income, but those amounts were not included in these revenues.

| | Average of All (297 Centers) | Median of All (297 Centers) | Fourth Quartile Average (74 Centers) | Fourth Quartile Median (74 Centers) | Third Quartile Average (74 Centers) | Third Quartile Median (74 Centers) | Second Quartile Average (75 Centers) | Second Quartile Median (75 Centers) | First Quartile Average (74 Centers) | First Quartile Median (74 Centers) |
|--|------------------------------|-----------------------------|--------------------------------------|-------------------------------------|-------------------------------------|------------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| Membership Revenue | \$375,551 | \$337,067 | \$602,788 | \$559,608 | \$386,854 | \$379,979 | \$303,127 | \$310,404 | \$210,415 | \$212,982 |
| Personal Training Revenue | \$120,336 | \$94,242 | \$210,409 | \$176,897 | \$129,908 | \$115,188 | \$85,736 | \$74,309 | \$55,757 | \$53,609 |
| Pay-Per-Visit Revenue | \$35,863 | \$28,189 | \$52,349 | \$47,152 | \$36,827 | \$29,792 | \$33,578 | \$28,550 | \$20,729 | \$18,555 |
| Total Revenue | \$531,750 | \$484,987 | \$865,546 | \$799,172 | \$553,589 | \$553,350 | \$422,441 | \$419,661 | \$286,901 | \$294,567 |
| Number/Percentage At or Above Average Total Revenue | 123/41% | N/A | 24/32% | N/A | 36/49% | N/A | 36/48% | N/A | 46/62% | N/A |
| Highest Total Revenue | \$1,671,943 | N/A | \$1,671,943 | N/A | \$624,141 | N/A | \$484,987 | N/A | \$350,889 | N/A |
| Lowest Total Revenue | \$152,535 | N/A | \$625,806 | N/A | \$485,792 | N/A | \$353,379 | N/A | \$152,535 | N/A |
| Average Monthly Membership Count | 731 | 656 | 1,102 | 1,065 | 751 | 753 | 622 | 614 | 451 | 450 |
| Number/Percentage At or Above Average Monthly Membership Count | 124/42% | N/A | 32/43% | N/A | 38/51% | N/A | 36/48% | N/A | 37/50% | N/A |
| Highest Monthly Membership Count | 2,241 | N/A | 2,241 | N/A | 1,249 | N/A | 1,086 | N/A | 820 | N/A |
| Lowest Monthly Membership Count | 227 | N/A | 432 | N/A | 386 | N/A | 324 | N/A | 227 | N/A |

1. The averages in the chart immediately above for all 297 centers and the averages for the centers in each Quartile were determined in the same manner as the averages were determined in the chart in Section A above, except that the total number of centers used was 297 and the number of centers in the groups making up the Quartiles was as set forth in the chart immediately above.

Some outlets have sold these amounts. Your individual results may differ. There is no assurance that you'll sell as much.

III. 2024 Statement of Revenue, Expenses and Earnings for Company-Owned Anytime Fitness Centers.

We do not receive complete operating expenses from our franchised centers. However, we do have that information from our company-owned centers. There were 11 company-owned centers in the Anytime Fitness system as of December 31, 2024. We have taken the revenues and expenses of all 11 of these company-owned centers that were open and operating as company-owned centers for the 12 month period ended February 28, 2025 and which were using SmartCoaching during this time period, adjusted the expenses to reflect estimated costs we believe a franchisee would incur as noted below, and shown the results below. We excluded from this information one company-owned center that we sold to a franchisee in 2024.

These 11 centers were placed in terciles (thirds) based on their individual 2024 total revenue. The 4 centers with the highest total revenue during 2024 were placed in the Top Third, the next 3 in the Middle Third, and the last 4 centers in the Bottom Third, all as reflected in the chart below. The earliest of these centers opened in 2005 and the latest in 2021.

The averages in the chart immediately below for all 11 centers and the averages for the centers in each tercile were determined in the same manner as the averages were determined in the charts above, except that the total number of centers used was 11 and the number of centers in the groups making up the terciles was as disclosed in the chart below.

| | Average (11 Centers) | Top Third Average (4 Centers) | Middle Third Average (3 Centers) | Bottom Third Average (4 Centers) |
|---|---------------------------------|--|---|---|
| Average Monthly Membership Count | 640 | 816 | 579 | 509 |
| Number/Percent at or Above Average Monthly Membership Count | 3/27% | 2/50% | 2/67% | 1/25% |
| Median | 557 | 830 | 601 | 502 |
| Revenue¹ | | | | |
| Membership Fees | 308,737 | 403,014 | 263,492 | 248,393 |
| Personal Training /Coaching | 191,824 | 271,889 | 192,816 | 111,015 |
| Pay Per Visit | 28,663 | 41,995 | 18,354 | 23,063 |
| Average Total Revenue | 529,223 | 716,899 | 474,661 | 382,470 |
| Number/Percent at or Above Average Revenue | 4/36% | 2/50% | 1/33% | 2/50% |
| Highest Total Revenue | 814,824 | 814,824 | 487,749 | 419,794 |
| Lowest Total Revenue | 347,544 | 623,223 | 465,662 | 347,544 |
| Median | 470,573 | 714,774 | 470,573 | 381,271 |
| Operating Expenses | | | | |
| Rent and Cam | 113,199 | 143,522 | 99,752 | 92,961 |

| | Average (11 Centers) | Top Third Average (4 Centers) | Middle Third Average (3 Centers) | Bottom Third Average (4 Centers) |
|--|-------------------------|----------------------------------|-------------------------------------|-------------------------------------|
| Personal Training Expenses | 105,211 | 144,705 | 108,885 | 62,962 |
| Royalties ² | 9,840 | 9,840 | 9,840 | 9,840 |
| Processing/CC Fees | 19,834 | 25,418 | 17,919 | 15,687 |
| Utilities | 26,358 | 30,023 | 19,720 | 27,672 |
| Insurance ³ | 3,200 | 3,200 | 3,200 | 3,200 |
| Key Fobs/Access Pass | 2,011 | 2,975 | 1,658 | 1,311 |
| Advertising Fund ⁴ | 7,200 | 7,200 | 7,200 | 7,200 |
| Local Advertising ⁵ | 10,036 | 10,200 | 10,400 | 9,600 |
| Maintenance | 11,890 | 13,322 | 10,964 | 11,153 |
| Tech Fee ⁶ | 9,588 | 9,588 | 9,588 | 9,588 |
| Conference Fee ⁷ | 750 | 750 | 750 | 750 |
| Office Expense | 5,579 | 5,974 | 4,075 | 6,313 |
| Cleaning Expense | 11,713 | 14,238 | 5,426 | 13,903 |
| License Fees ⁸ | 150 | 150 | 150 | 150 |
| Miscellaneous ⁹ | 3,488 | 3,479 | 3,299 | 3,640 |
| Total Operating Expenses | 340,048 | 424,583 | 312,827 | 275,930 |
| Number/Percentage At or Above Total Average Operating Expenses | 4/36% | 3/75% | 2/67% | 2/50% |
| Median | 330,151 | 442,780 | 330,151 | 277,740 |
| | | | | |
| Net Operating Income Before Manager Salary, Interest, Taxes, Depreciation and Amortization | 189,175 | 292,315 | 161,835 | 106,540 |
| Margin % | 35.75% | 40.77% | 34.09% | 27.86% |
| Number/Percentage At or Above Average Net Operating Income Before Manager Salary, Interest, Taxes, Depreciation and Amortization | 4/36% | 2/50% | 1/33% | 3/75% |
| Median | 135,511 | 310,846 | 135,511 | 115,250 |
| | | | | |
| Manager(s) Base Salary ¹⁰ | 45,173 | 49,797 | 43,986 | 41,439 |
| | | | | |
| Earnings Before Interest, Taxes, Depreciation and Amortization | 144,002 | 242,519 | 117,848 | 65,101 |
| EBITDA Margin % | 27.21% | 33.83% | 24.83% | 17.02% |
| # and % At or Above the Average Earnings Before Interest, Taxes, Depreciation and Amortization | 4/36% | 2/50% | 1/33% | 3/75% |
| Median | 92,240 | 257,668 | 92,240 | 71,903 |

1 – Similar to the information on revenues for franchised Anytime Fitness centers, we have not included one-time enrollment fees for new members in our revenues, and we have not included any vending income. We have also excluded revenues from physical therapy services since most franchised centers do not have these revenues.

2 – These are the franchise royalties you must pay to us under your Franchise Agreement. We refer to these as “Monthly Fees” in our System.

3 – Your actual expense will vary depending on your market. The numbers shown in the chart reflect an amount of \$3,200. This amount was provided by our third-party insurance company.

4 – This is the amount you must contribute to the Anytime Fitness General Advertising and Marketing Fund under your Franchise Agreement.

5 – These amounts have been adjusted to show what a franchisee would incur based on the market tiers in which these centers are located (9 of these centers are located in Illinois and 2 in Minnesota). These centers actually spent less on local advertising during the Relevant Time Period. These amounts do not include Grand Opening or Ramp Up Program costs as these are not new centers. Grand Opening and Ramp Up Program costs range from \$11,000 to \$23,000 depending upon the market tier in which the center is located.

6 – You must pay this fee under your Franchise Agreement.

7 – We hold our franchise conference every other year. We estimate the costs for attendance, including travel, hotel and the conference fee will be \$1,500. The amount shown above reflects one-half of this total since you would only attend every other year.

8 – This is the amount we estimate a franchisee would be required to spend to maintain its health club license.

9 – Other expenses include bank fees, courier fees, dues and subscriptions, office equipment expense, professional fees, technology, and postage. However, we have not included amounts charged by us or our affiliates for optional services.

10 – If you manage the center, these amounts, which do not include taxes, would be additional profit or allotted for your salary. In addition, we provided 401K benefits to all the employees of the company-owned centers, as we do for all our corporate employees. These figures are not included in the chart above because most of our franchisees do not provide 401K plans to their employees.

Some outlets have sold or earned these amounts. Your individual results may differ. There is no assurance that you'll sell or earn as much.

Information for Anytime Fitness Centers

The revenue information disclosed above would constitute gross sales and there are no deductions from these sales.

All of the Anytime Fitness centers used in compiling the numbers in this Item 19 offer substantially the same products and services as you are expected to offer. We used to offer an Anytime Fitness Express center concept but no longer offer it although we have Anytime Fitness Express centers operating in our System. However, none of the information from those centers is included in this Item 19.

Written substantiation for the financial performance representations made in this Item 19 will be made available to you upon reasonable request.

Other than as set forth above, we do not make any representations about a franchisee's future financial performance or the past financial performance of franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are

purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting General Counsel James Goniea at 111 Weir Drive, Woodbury, Minnesota 55125, telephone (651) 438-5000, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20.
OUTLETS AND FRANCHISEE INFORMATION

All of the information in the tables below is as of December 31 of the applicable year.

Table No. 1

**SYSTEMWIDE OUTLET SUMMARY
FOR YEARS 2022 TO 2024**

| Outlet Type | Year | Outlets at the Start of the Year | Outlets at the End of the Year | Net Change |
|----------------------|-------------|---|---------------------------------------|-------------------|
| Franchised | 2022 | 2334 | 2318 | -16 |
| | 2023 | 2318 | 2298 | -20 |
| | 2024 | 2298 | 2290 | -8 |
| Company-Owned | 2022 | 13 | 12 | -1 |
| | 2023 | 12 | 12 | 0 |
| | 2024 | 12 | 11 | -1 |
| Total Outlets | 2022 | 2347 | 2330 | -17 |
| | 2023 | 2330 | 2310 | -20 |
| | 2024 | 2310 | 2301 | -9 |

Table No. 2

**TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN TO US) FOR YEARS 2022 TO 2024**

| State | Year | Number of Transfers |
|--------------|-------------|----------------------------|
| Alabama | 2022 | 1 |
| | 2023 | 0 |
| | 2024 | 0 |
| Arizona | 2022 | 3 |
| | 2023 | 3 |
| | 2024 | 3 |
| Arkansas | 2022 | 10 |
| | 2023 | 1 |
| | 2024 | 1 |
| California | 2022 | 16 |
| | 2023 | 9 |
| | 2024 | 13 |
| Colorado | 2022 | 4 |
| | 2023 | 1 |
| | 2024 | 6 |
| Connecticut | 2022 | 0 |
| | 2023 | 1 |
| | 2024 | 0 |