

VIVALEISURE

BI-MONTHLY MARKET UPDATE

JULY AND AUGUST 2022

8 SEPTEMBER 2022

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WELCOME

VIVALEISURE

Welcome to the latest bi-monthly market update from Viva Leisure.

This regular report to the market and our shareholders is designed to provide further insights into the multiple markets and segments within the fitness industry that Viva Leisure operates.

“ *The start of FY23 has continued to exceed management expectations with records being set in all key metrics. Revenue for the first time exceeded \$11 million in August 2022, and the annualised revenue run rate now exceeds \$130 million. Average revenue per member per week was just shy of \$15, landing at \$14.94 (ex GST), and members finished August 2022 at over 325,000, an increase of 5,000 over the first two months of the financial year.*

Pleasingly, we continued to increase utilisation, which now sits at over 70% in August 2022. An increase in portfolio utilisation rate shows our local marketing campaigns are working and provides increased margin due to limited additional costs to add new members to an already operating location. Total locations were stable at 334 over the period.

Network member visits for August increased to over 2 million (one visit every 1.3 seconds of the day) for the first time.

”

Harry Konstantinou, CEO, Viva Leisure Limited



CLUBLIME



PERFORMANCE HIGHLIGHTS

VIVA LEISURE

Annual Revenue

Run Rate

\$130.2m

PCP \$91.7m

Monthly Revenue

Run Rate

\$11.1m

PCP \$7.8m

Daily Revenue

Run Rate

\$356,634

PCP \$251,274

Average Revenue

Per Member Per Week

\$14.94

PCP \$13.79

Members

Owned and Franchised

325,085

PCP 297,211

Locations

Owned and Franchised

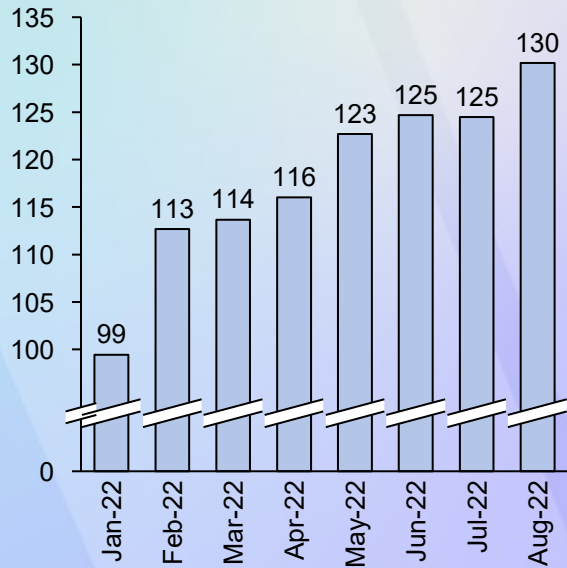
334

PCP 325

PCP period: August 2022 compared to December 2021
Annualised Revenue Run Rate based on August 2022 day rate annualised

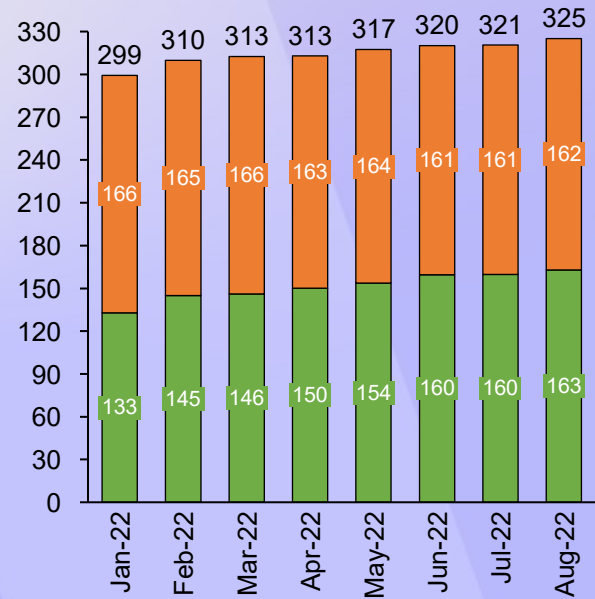
PERFORMANCE HIGHLIGHTS

Annualised Revenue Run Rate (\$m)



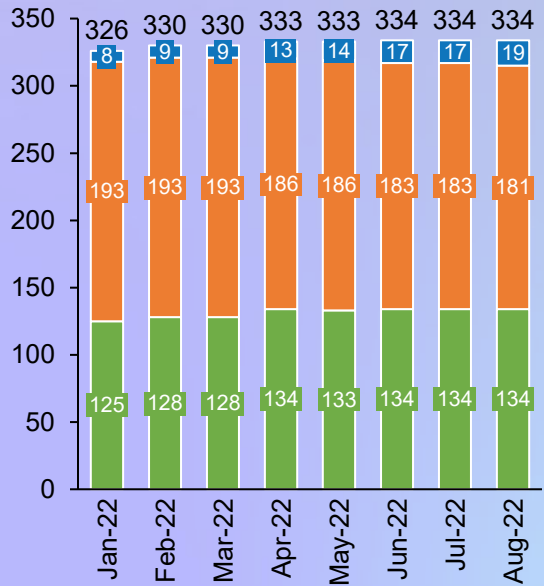
Annualised Revenue Run Rate

Members ('000)



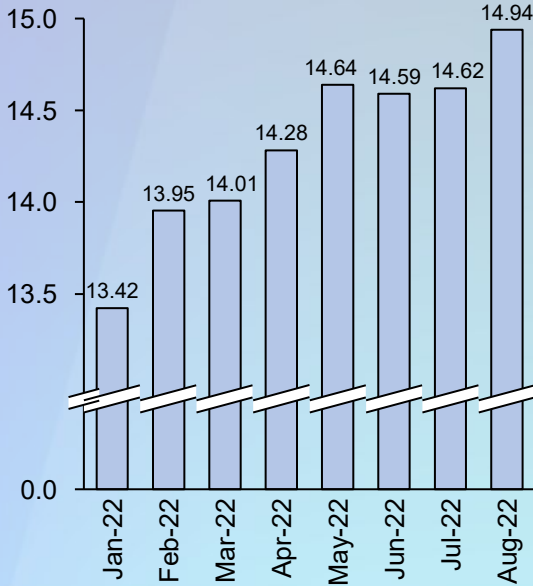
Plus Fitness (AU/NZ)
Viva Owned

Locations



Plus Fitness AU (Viva Owned)
Plus Fitness AU (Franchisee Owned)
Viva Owned

Average Revenue Per Member per week+



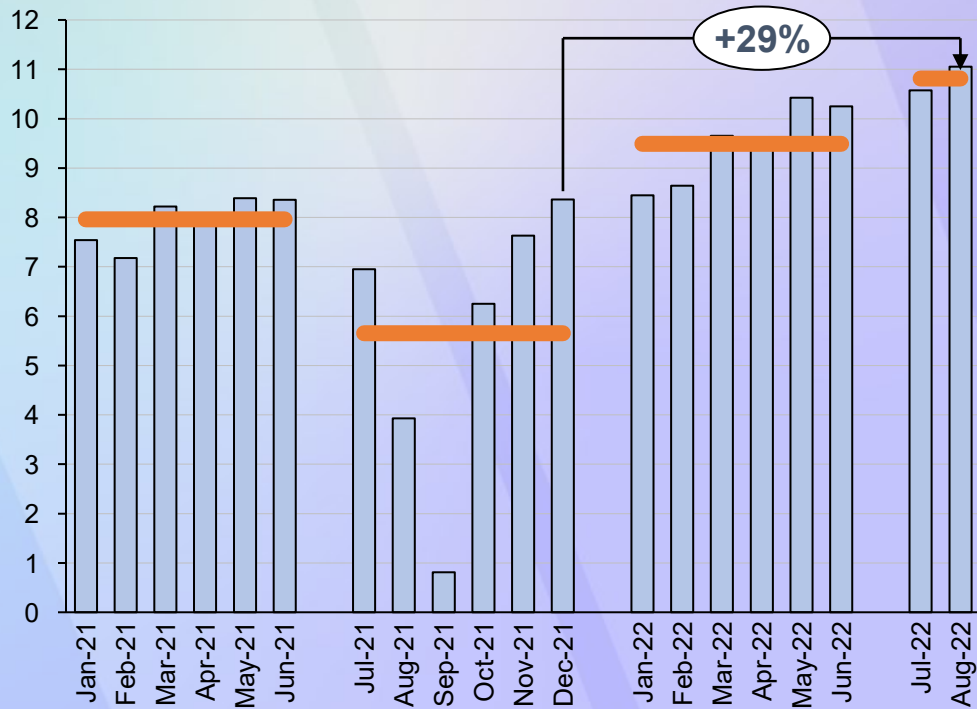
Viva Owned Clubs

+ Excluding GST

▪ Annualised Revenue Run Rate based on August 2022 day rate annualised

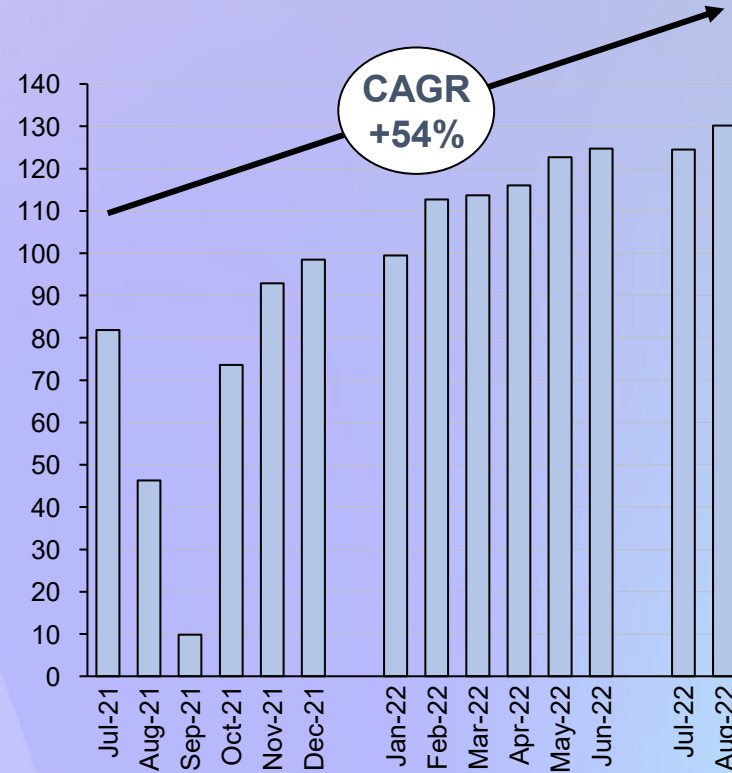
REVENUE (\$M)

Monthly Revenue Run Rate (\$m)



Orange bar: Average Grey bar: Revenue

Annualised Revenue Run Rate (\$m)



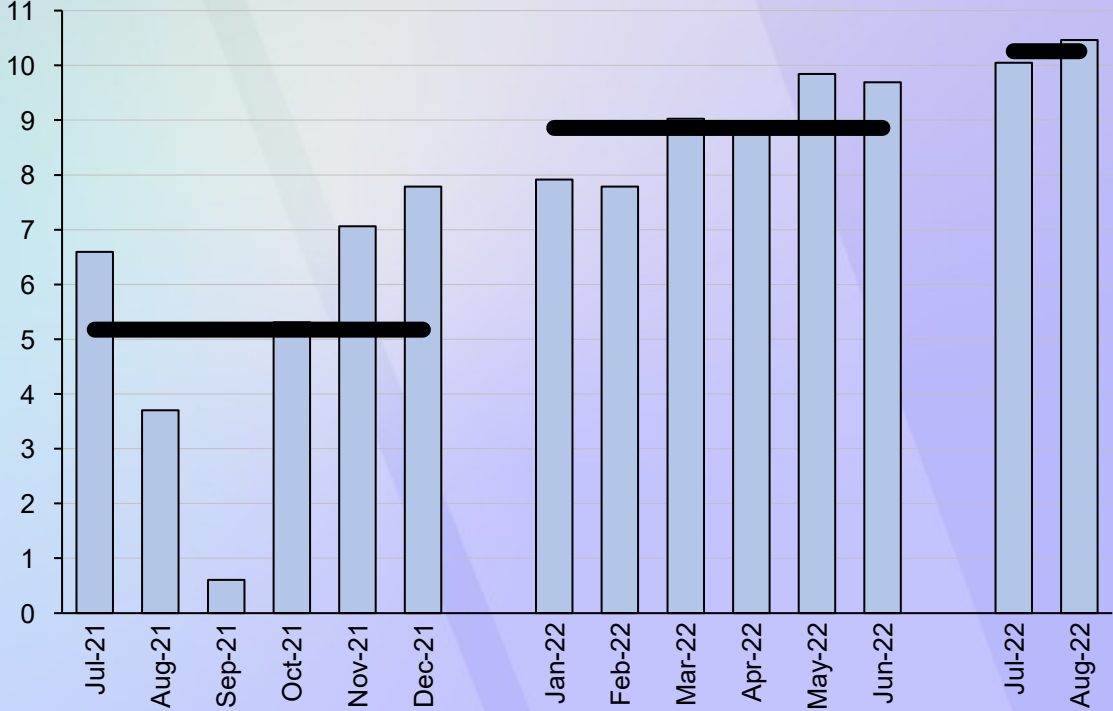
Grey bar: Annualised Revenue Run Rate

HIGHLIGHTS

August 2022:

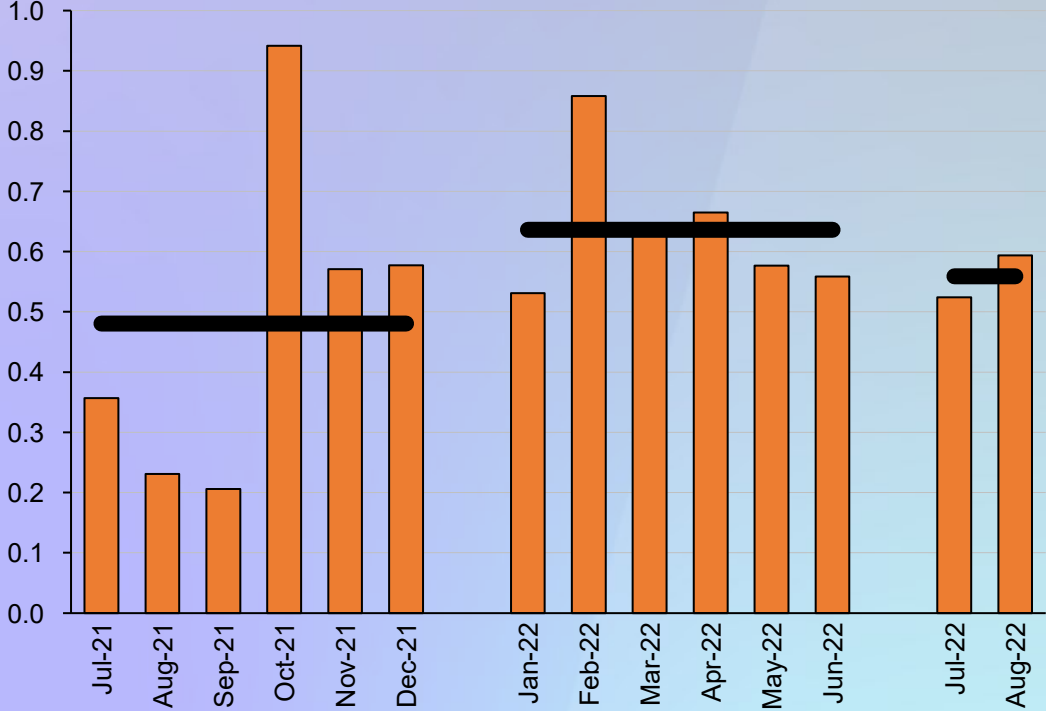
- Record Annualised Revenue Run Rate
- Viva calculates monthly revenue on a day count basis
- Revenue is 29% higher in August 2022 when compared to December 2021 when clubs started returning to normal operations

REVENUE OWNED AND FRANCHISOR (\$M)



● Average □ Viva Owned Clubs

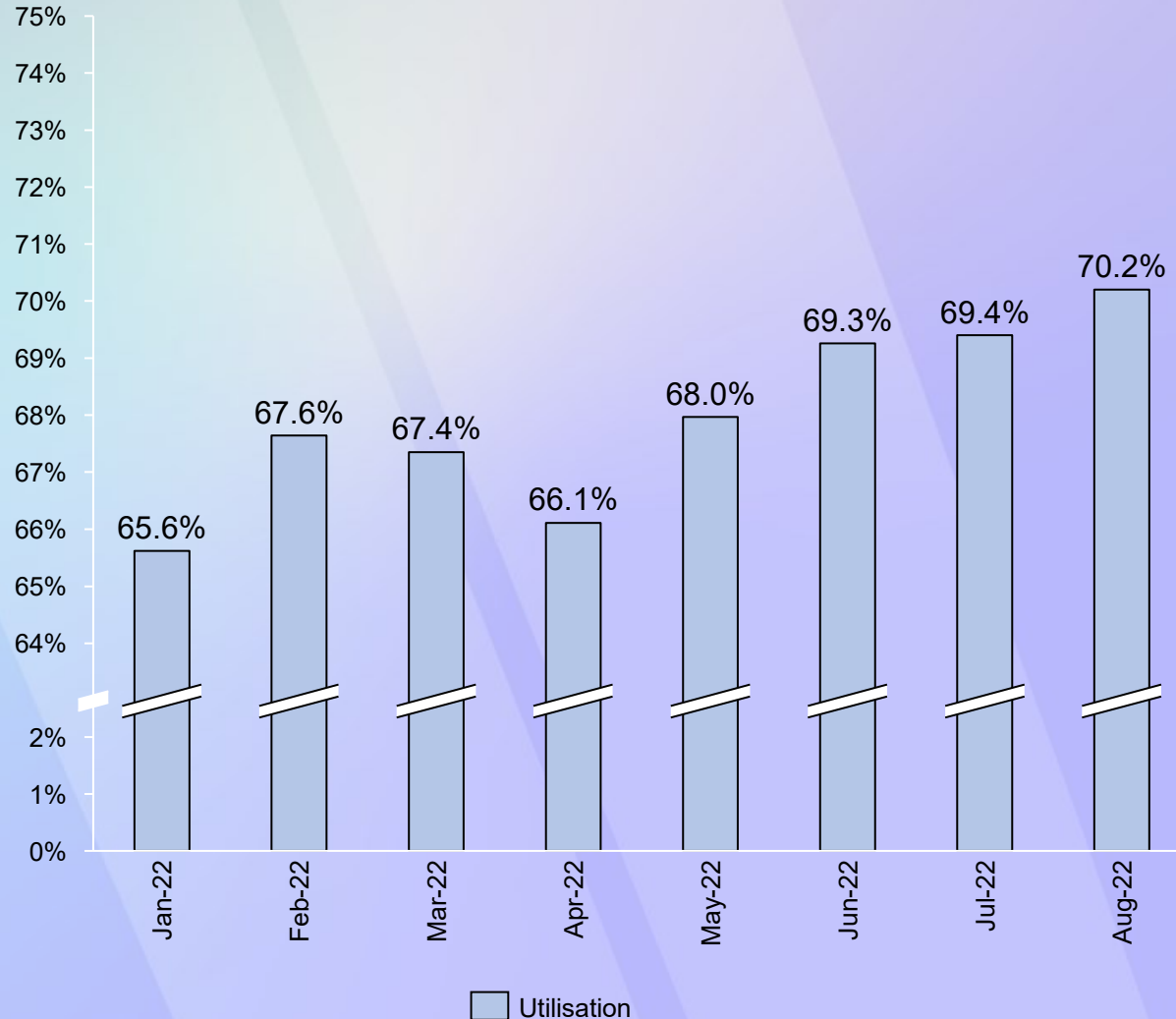
➤ Revenue is calculated on a day count basis



● Average ■ Plus Fitness

➤ Revenue spikes previously occurred when locations opened creating additional revenue (and costs). Moving forward the net impact (Gross revenue less pass through costs) of the club openings will be included in Revenue as it is more reflective of the business operations.

UTILISATION (%)

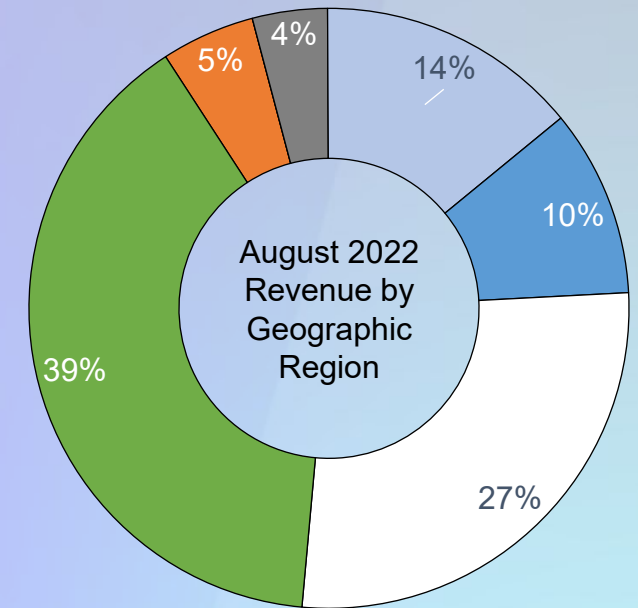
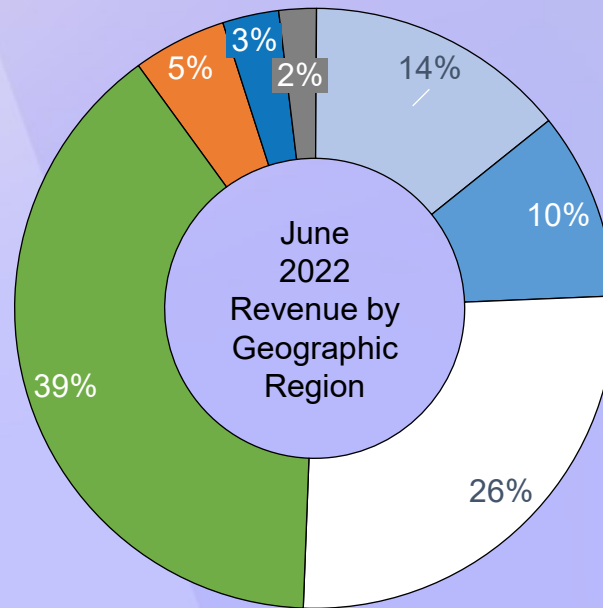
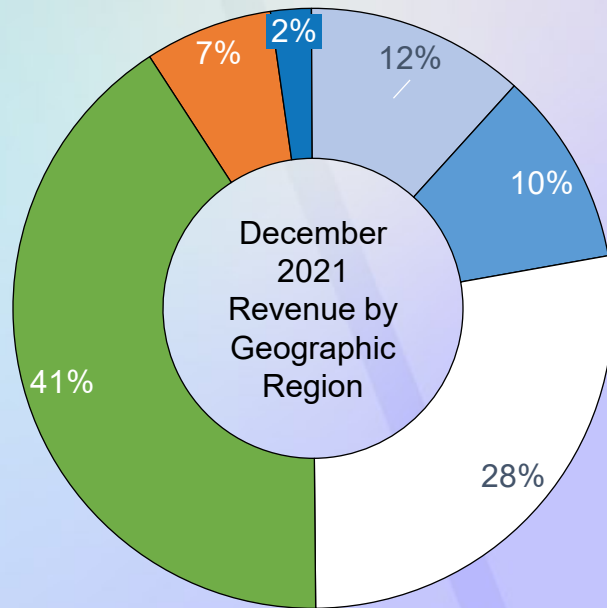


HIGHLIGHTS

- August 2022 achieved record portfolio utilisation over 70%
- Utilisation refers to Viva estimated maximum capacity per location.
 - Health Clubs estimate 2.0 members per square metre
 - Hiit Republic & Boutiques at 1.0 members per square metre
- An increase in Utilisation across the portfolio provides an increased margin due to limited additional costs to add new members to an already operating location
- Utilisation decreases as new locations open, and increases as locations add new members
- Target is 75-80% average utilisation per location

REVENUE BY GEOGRAPHIC REGION (\$M)

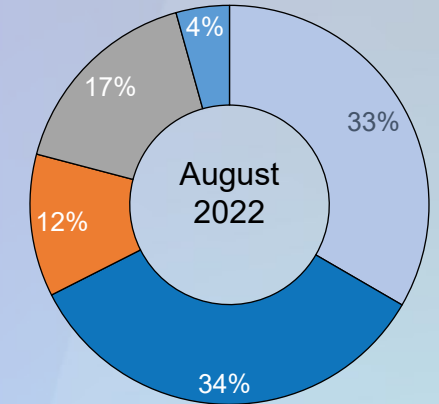
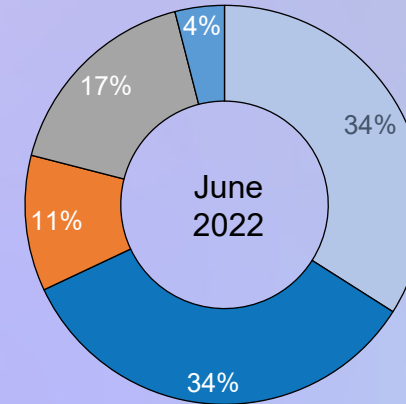
ENTRY INTO THE WA MARKET IN APRIL 2022 NOW CONTRIBUTES 4% OF TOTAL REVENUE



■ PLUS FITNESS
 ■ CORPORATE
 ■ WA
 ■ QLD
 ■ VIC
 ■ NSW
 ■ ACT

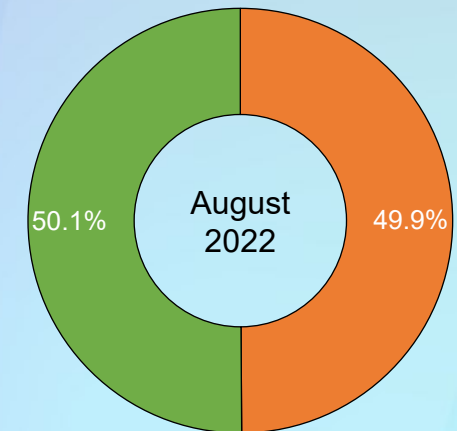
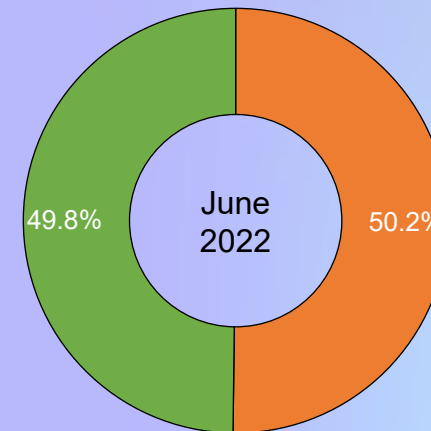
MEMBER SNAPSHOT ('000)

Members by State
Viva owned locations only

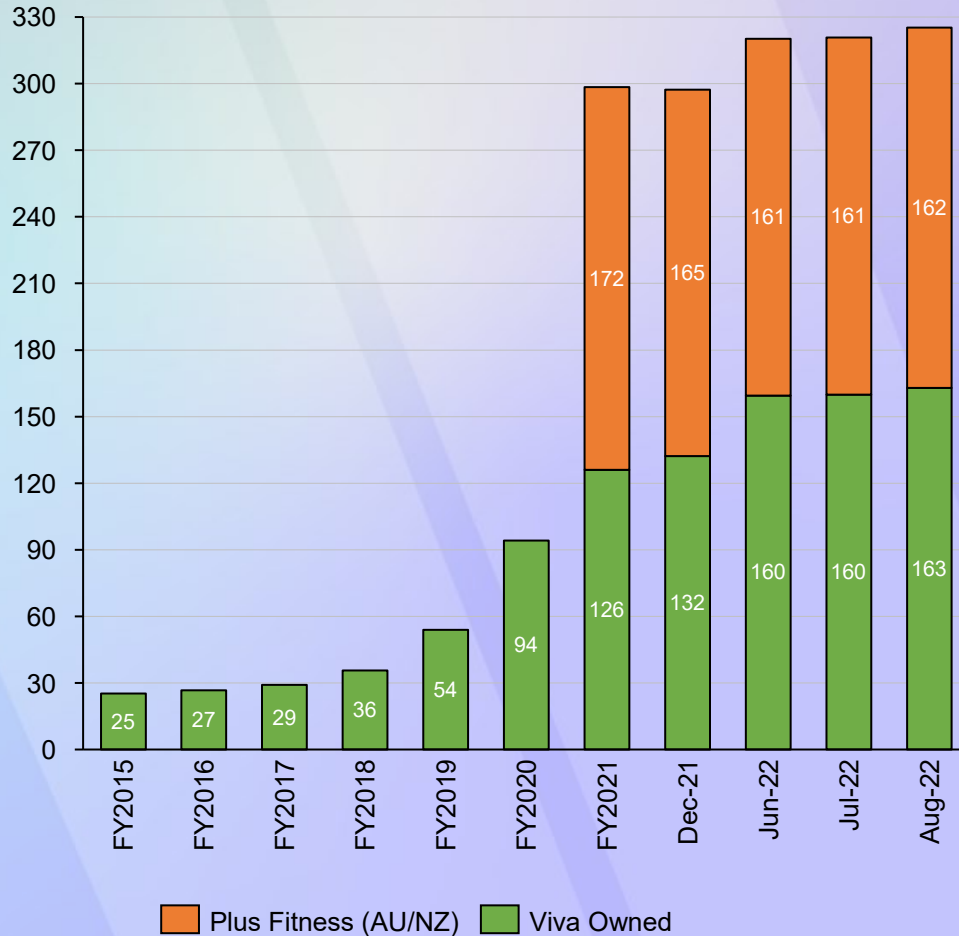


ACT NSW VIC QLD WA

Members by Segment

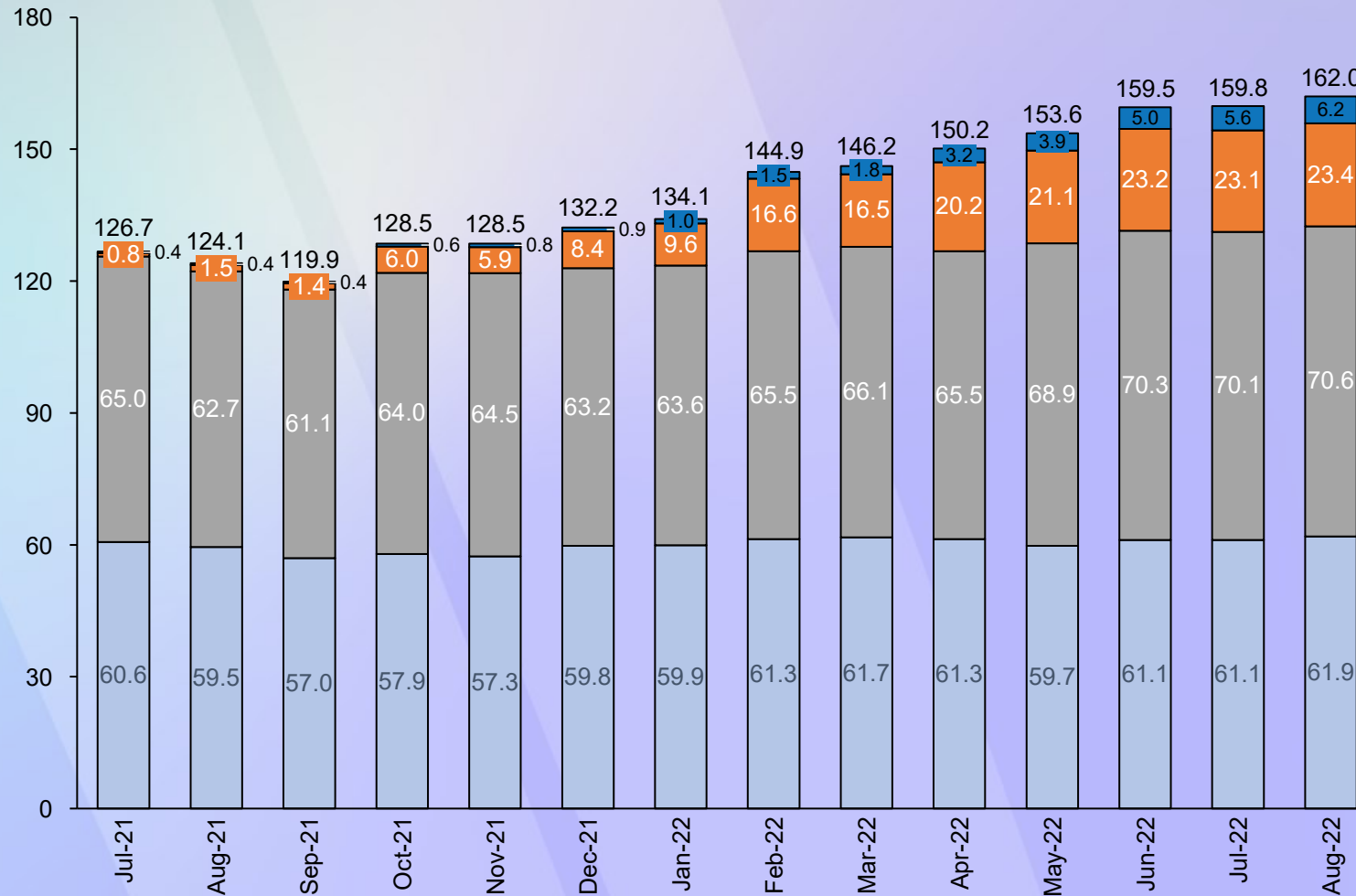


Plus Fitness (AU/NZ) Viva Owned



Plus Fitness (AU/NZ) Viva Owned

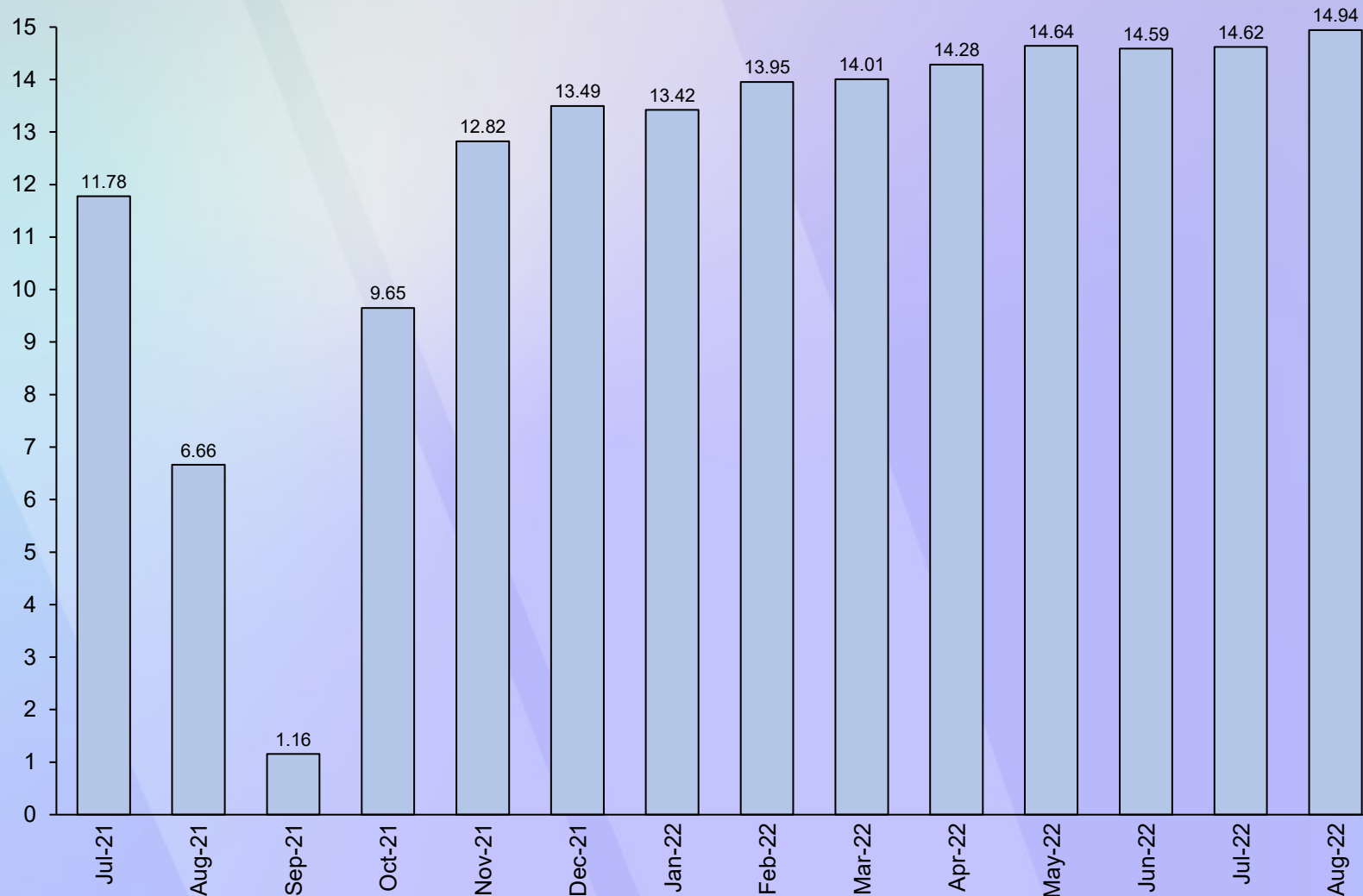
OWNED MEMBERS BY COHORT ('000)



HIGHLIGHTS

- All cohorts showing growth in August 2022 over June 2022
- Pre FY2022 opened and acquired club member numbers have now returned to pre-COVID levels
- Clubs opened in FY2022 and FY2023 continue to show good traction

AVERAGE REVENUE PER MEMBER (PER WEEK)

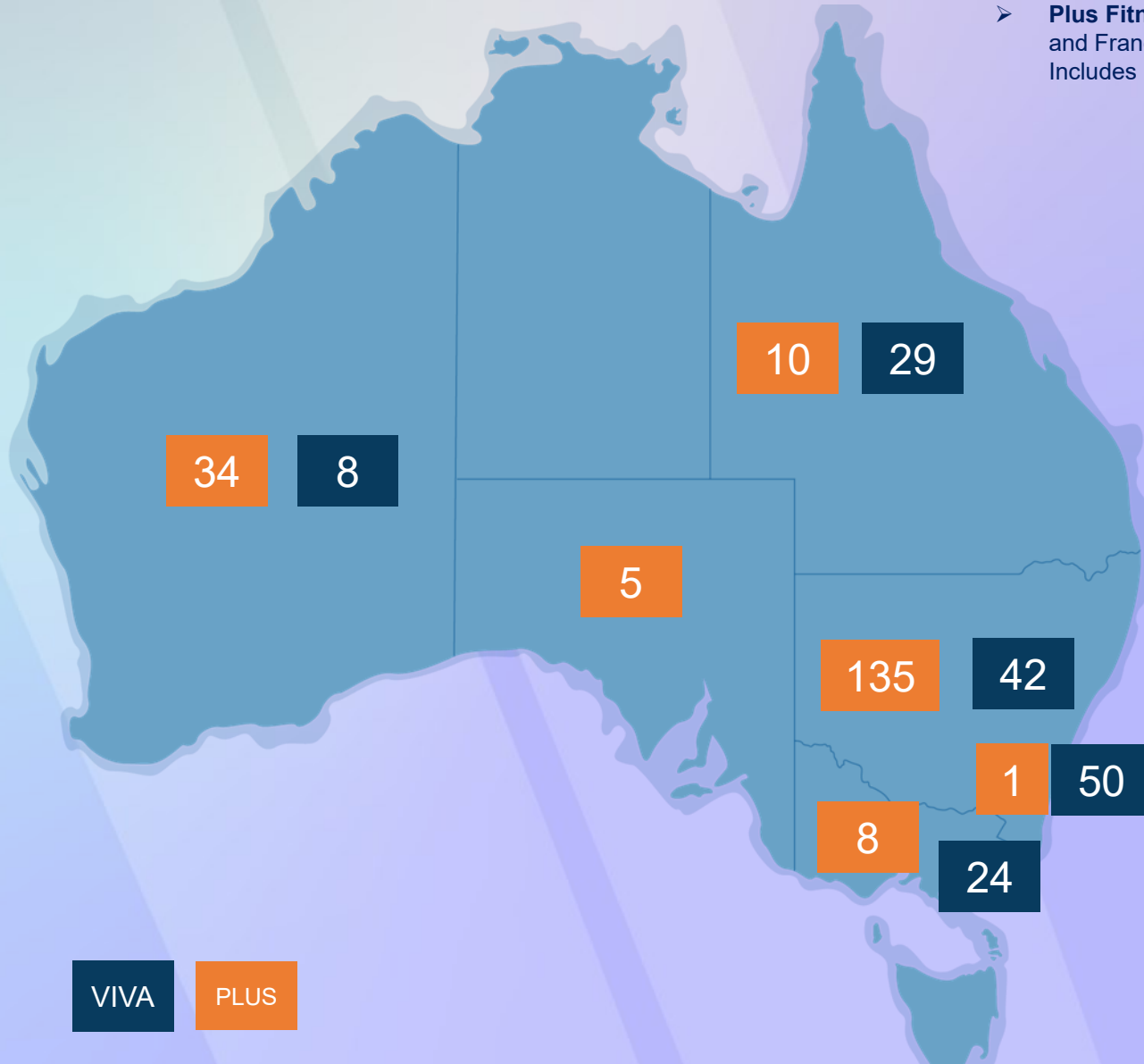


HIGHLIGHTS

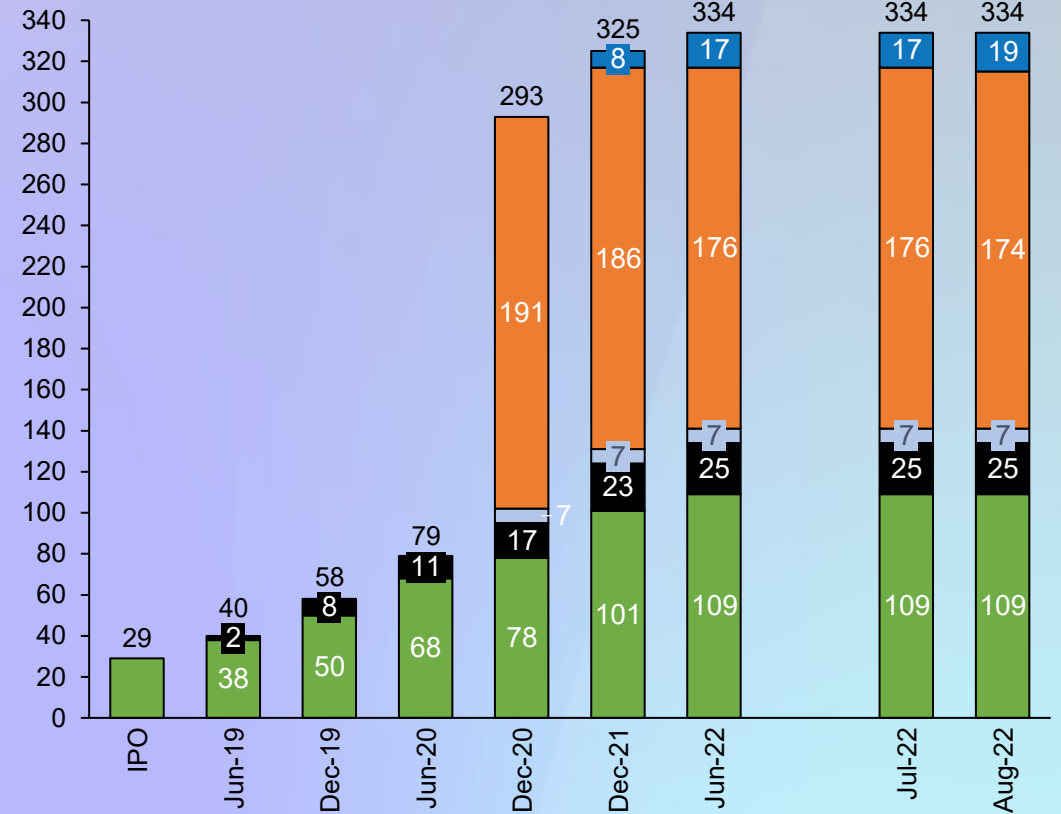
- ARPM quickly approaching >\$15 per member per week (ex GST)
- Recent price increases in April 2022 and July 2022 having a positive impact on ARPM and no significant impact on member growth
- Higher yielding membership options (hiit republic and GroundUp) providing positive impact to ARPM
- Plus Fitness franchisee ARPM not available

LOCATIONS

- **Health Clubs & Other & Hiit Republic** are all Corporate owned locations (referenced as “Viva” in the map)
- **Plus Fitness** figures in Map includes both Corporate and Franchised locations. Bar chart shows split. Includes New Zealand (2) and India (5) locations

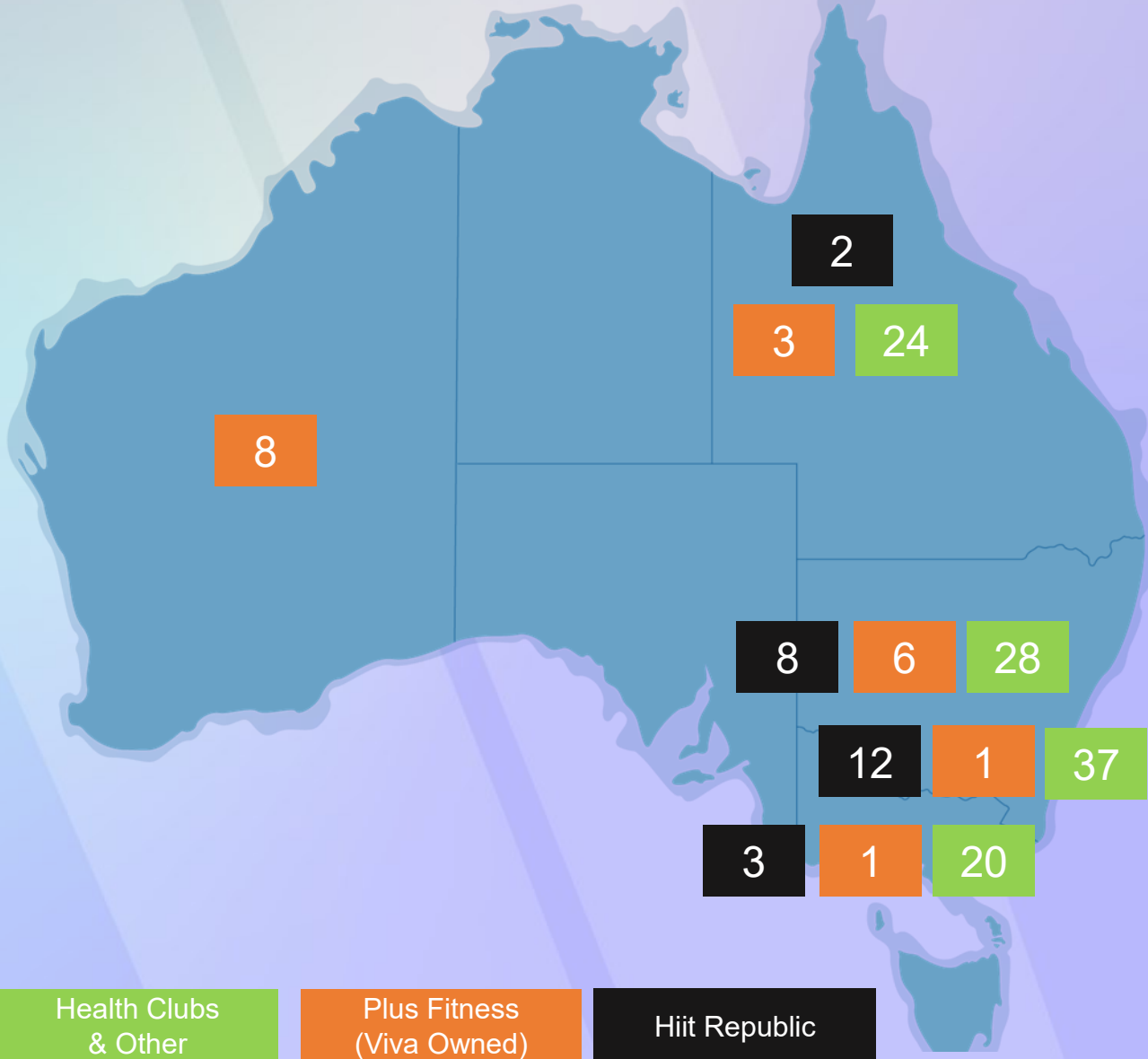


VIVA PLUS



■ Plus Fitness AU (Viva Owned)
■ Plus Fitness AU (Franchisee Owned)
■ Plus Fitness NZ/IN (Franchisee Owned)
■ Hiit Republic
■ Health Clubs & Other

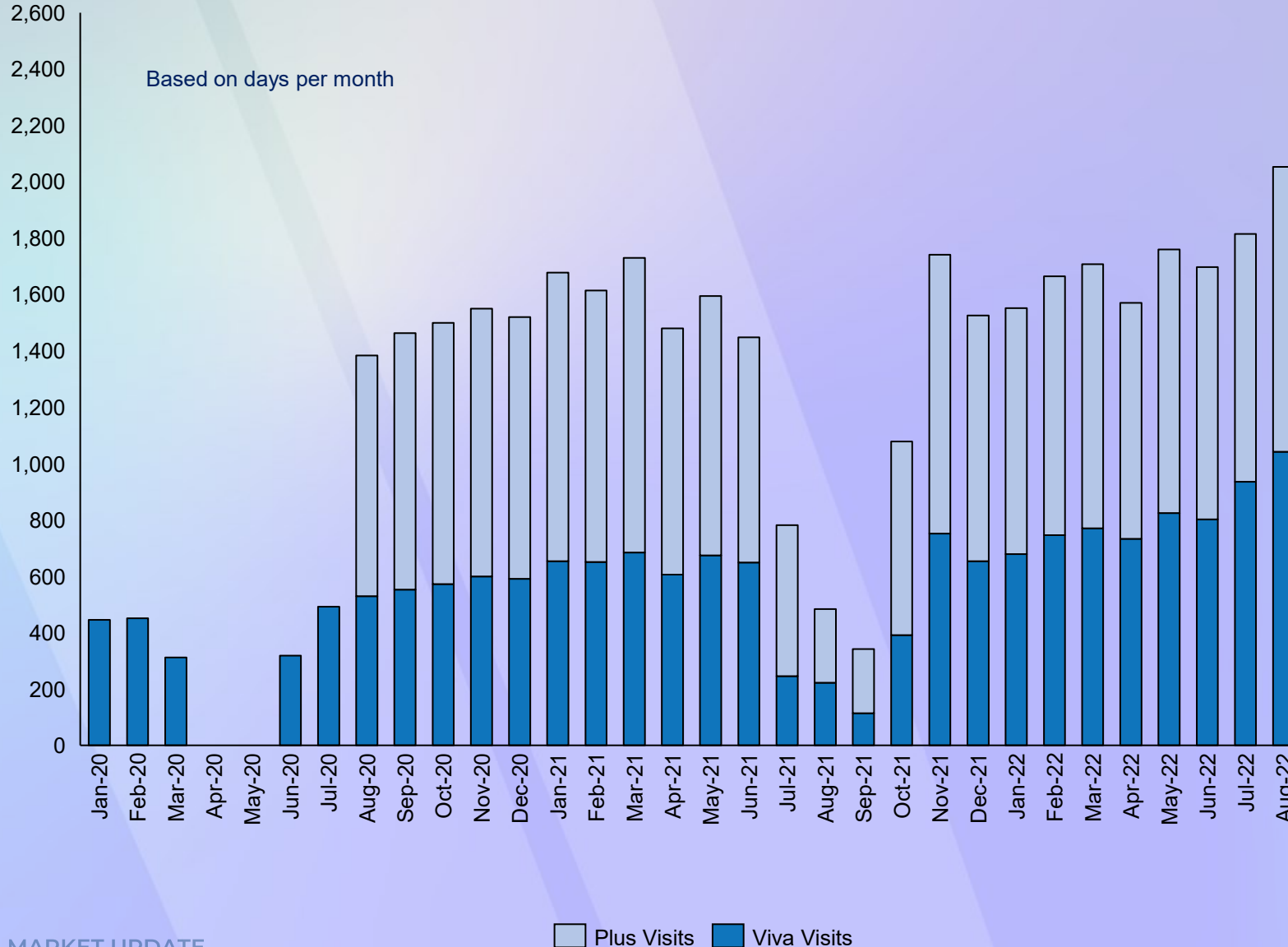
LOCATIONS (OWNED)



HIGHLIGHTS

- Health Clubs & Other includes the following brands:
 - Club Lime
 - Psytle Life
 - Studio by Club Lime
 - GroundUp
 - Rebalance Pilates & Yoga
- As well as recent acquisitions
 - LiveWell Health Clubs (Gregory Hills, NSW)
 - My Fitness Clubs (x3, QLD)
- And the following segments:
 - Aquatics
 - Swim School
- Plus Fitness Corporate owned locations shown separately

MEMBER MONTHLY VISITS ('000)

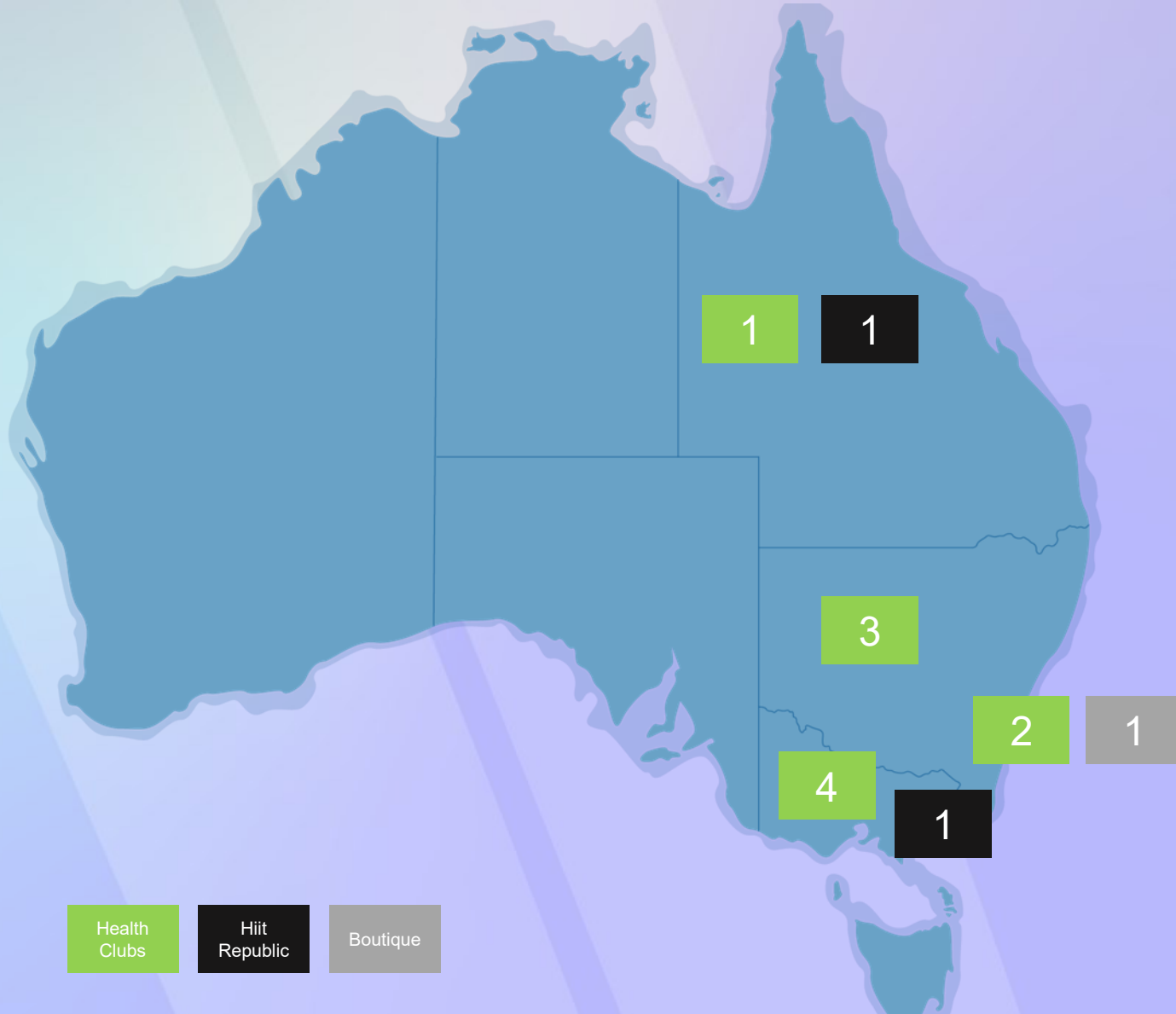


HIGHLIGHTS

- >2 million visits to facilities in August 2022 (31 days), was 1.7 million visits in June 2022 (30 days)
- December 2021 visitations lower due to seasonality and requirement to self-isolate if a close-contact with a COVID positive family member
- July through to October 2021 visitations affected by COVID-19 lockdowns in ACT, NSW and VIC
- >22 million member visits per year across the entire network

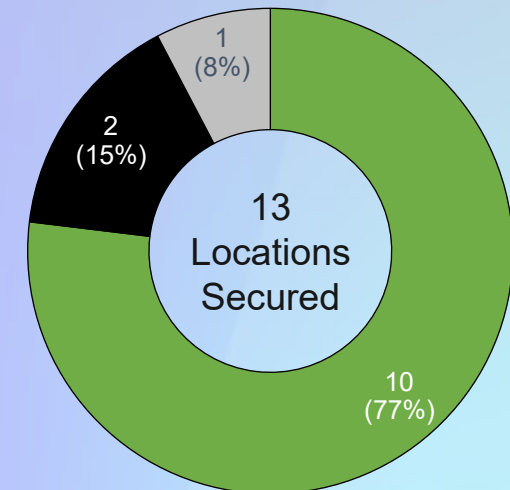
One member visit every
1.3 seconds
 for the month of August 2022

GREENFIELD LOCATIONS



HIGHLIGHTS

- Greenfield locations refers to locations secured with a Heads of Agreement or Lease, and in different stages of pre-opening
- Viva's growth focus continues to be in Queensland and Victoria
- Excludes Plus Fitness greenfield locations.



Health Clubs Hiit Republic Boutique

Abbreviation	Explanation
AFM	Australian Fitness Management Pty Ltd (Master Franchisor for Plus Fitness) – entity renamed to Plus Fitness Pty Ltd
ARPM	Average Revenue Per Member
Add-On Hiit Republic Membership	Refers to Health Club Members who have a higher level membership permitting them to access Hiit Republic. They are included for revenue and member purposes in the Health Club Members statistics (as they are primarily a health club member) and shown on some pages separately for illustrative purposes
Club Margin	4-wall Club EBITDA Margin. Also shown is Margin for clubs operating for greater than, and less than 12 months
Health Clubs & Other	Refers to Health Club brands and other smaller boutiques
Mature / Non-Mature	Refers to locations opened greater than 12 months (mature) and less than 12 months (non-mature)
N/C	Not able to be calculated
NMM	Net Member Movement
PCP	Previous Corresponding Period reported (ie: February 2022 compared to either half year or full year accounts)
PCP %	Percent movement from Previous Corresponding Period (ie: June 2021 compared to either half year or full year accounts)
Plus Fitness Corporate	Refers to locations owned by Viva Leisure and not franchised to third parties
RRR	Revenue Run Rate
Utilisation	Is calculated by multiplying Club m2 by 2.0 (Health Clubs) or 1.0 (Hiit Republic) to measure theoretical capacity

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