

3 August 2023

VIVA LAUNCHES INNOVATIVE SHAREHOLDER DISCOUNT PROGRAM

Viva Leisure Limited (ASX:VVA) (“Viva Leisure” or “the Company”), a leading technology-focused Australian health club operator, is excited to announce the launch of a Shareholders Discount Program, as part of its commitment to value creation for its shareholders and enhancing its member experience across the Club Lime, Hiit Republic and GroundUp brands.

The Shareholders Discount Program offers eligible shareholders a 25% discount on their health club membership. To qualify for this ongoing benefit, shareholders must continuously hold a minimum of 1,000 VVA shares.

An automated system developed internally by the Viva Labs team, enables shareholders to seamlessly access their discount. Shareholders simply log into their member portal or visit <https://vva.to/SDP> and enter their Holder Identification Number (HIN). The system will automatically verify the HIN number and minimum number of shares held. Upon verification, the discount will be applied and will continue to be applied as long as the minimum shareholding requirement is met.

For Individual Shareholders, one membership discount is available per shareholder. For Non-Individual shareholders who hold a minimum of 5,000 shares, the Shareholders Discount Program extends to provide the discount for up to 3 members, bolstering the benefits to Viva’s corporate members.

This initiative illustrates Viva’s continual endeavour to acknowledge and reward health club members who are shareholders for their loyalty and support, whilst also demonstrating Viva’s ability to deliver innovative technology solutions.

Disclaimer: Please note that purchasing shares is a financial decision that carries risk, and it should not be undertaken without conducting personal and comprehensive research. Viva Leisure Limited encourages all potential investors to conduct their own investigations and consider consulting with a professional financial advisor before making an investment decision. This offer does not constitute advice to buy shares, and the offer’s availability does not guarantee future financial performance or share price stability.

We extend our sincere appreciation to our shareholders for their support and look forward to their continued participation in our growth journey.

ENDS

This announcement has been approved for release by the Board of Directors.

For further information, please contact:

Simon Hinsley, Investor & Media Relations, +61 401 809 653 / simon@nwrcommunications.com.au

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. It operates over 170 locations within the Australian Capital Territory, New South Wales, Victoria, Queensland and Western Australia, together with the master franchise for the Plus Fitness group of over 175 franchised clubs in three markets – Australia, New Zealand and India.

For further information, please visit: <https://www.vivaleisure.group/>