

FY2024 FULL YEAR RESULTS PRESENTATION

14 AUGUST 2024

ASX | VVA

VIVA
LEISURE

FY2024 FULL YEAR

CONTENTS

HIGHLIGHTS	3
FINANCIAL RESULTS	8
CAPITAL ALLOCATION STRATEGY	16
GUIDANCE FY2024	19
STRATEGIC REFURBISHMENT PROGRAM	23
NEW BANKING FACILITIES	27
BUSINESS STRATEGY & OUTLOOK	29
APPENDIX	47



FY2024 HIGHLIGHTS

VIVA LEISURE REPORTS ANOTHER RECORD FULL-YEAR PROFIT



Revenue¹ increased by 15.9% to \$163.6 million, driven primarily by strong organic growth



Corporate Membership increased 10.0% to 200,067, and network membership up 6.5% to 372,354



Record EBITDA² increased 21.0% to \$35.4 million, reflecting improved margins and operational efficiency



Corporate locations increased by 5 to 176 and all locations (incl. franchises) increased by 5 to 351 locations despite several club closures with the strategic review and restructure plan



EBITDA² margin of 21.6%, up from 20.7% with Q4-FY2024 margin extending to 22.7%



Free cash flow before Growth Capex and tax was \$15.5 million for FY2024 compared to \$13.4m for FY2023 demonstrating stronger operational cashflows



NPAT (pre-AASB16) increased by 19.7% to \$10.6 million



Re-investment for growth amounted to \$18.2 million, including greenfield sites, acquisitions, technology, and site upgrades which was part funded by Bank facilities



Utilisation³ remained strong at 72.6% in corporate locations, indicating continued strong demand and customer satisfaction



Contribution from strategic refurbishments gaining traction with approximately 75% of ROI run-rate achieved

A STRONG EXIT RUN RATE, TOGETHER WITH A COMPLETED REFURBISHMENT PLAN AND FULLY ROLLED OUT VIVA PAY AND HUB TECHNOLOGIES ACROSS OUR FRANCHISE NETWORK CREATE A SOLID SPRINGBOARD INTO FY2025

1. Revenue refers to normalised revenue. Refer normalisations in Appendix

2. EBITDA refers to normalised earnings before interest, tax, depreciation and amortisation, pre-AASB16

3. FY2024 includes removal of 15,000 Fitness Passport members

FY2024 ACHIEVEMENTS

MULTIPLE SIGNIFICANT MILESTONES ACHIEVED

The Hub & Viva Pay launched	<ul style="list-style-type: none">▪ The Hub, and Viva Pay launched across the entire Plus Fitness network in Australia (193 locations) and New Zealand (2 locations), launching the technology and payment fees division of the business
Strategic refurbishment program completed	<ul style="list-style-type: none">▪ All 27 locations identified as part of the previous announcement have completed and results are approaching the target ROIC, notwithstanding some locations only completed in May 2024
Membership Growth	<ul style="list-style-type: none">▪ A record 33,000 membership growth for FY2024, offset by the removal of the Fitness Passport program (15,000) resulted in net membership growth in the network of ~18,000 members▪ Network membership is expected to shortly surpass 400,000 as at August 2024
Plus Fitness new franchise territory sales	<ul style="list-style-type: none">▪ 21 locations secured during FY2024, a record in the companies ~16 year history<ul style="list-style-type: none">▪ 11 New Franchisees to the Network▪ 3 Single Site Franchisees becoming multi-site franchisees; and▪ 7 Existing multi-site franchisees expanding their network
\$16 million Capital/Equity raise completed	<ul style="list-style-type: none">▪ Demonstrating strong support from institutional investors▪ Providing funds for future growth, together with equity to reduce debt against upcoming acquisitions
\$15.7 million acquisitions secured in Western Australia	<ul style="list-style-type: none">▪ Two acquisitions, totalling an additional 20,000 members▪ Will see introduction of Club Lime brand into the WA market for the first time

OPERATIONAL PROGRESS POSITIONS VIVA FOR GROWTH

VIVALEISURE

FY2024 HIGHLIGHTS

FINANCIAL

Revenue²

\$163.6m

Up 15.9% [FY23: \$141.2m]

EBITDA²
(ex AASB-16)

\$35.4m

Up 21.0% [FY23: \$29.2m]

NPAT²

\$10.6m

Up 19.7% [FY23: \$8.8m]

Statutory
NPAT

\$3.2m

[FY23: \$3.4m]

OPERATIONAL

Members¹
(Owned Locations)

200,067

Up 10.0% [FY23: 181,950]

Members¹
(All Locations)

372,354

Up 8.5% [FY23: 343,325]

Utilisation
(Owned Locations)

72.6%

[FY23: 72.7%]

Locations³

Owned

176

[FY23: 171]

All

351

[FY23: 346]

¹ Includes the removal of 15,000 Fitness Passport members due to Viva's request to withdraw from program

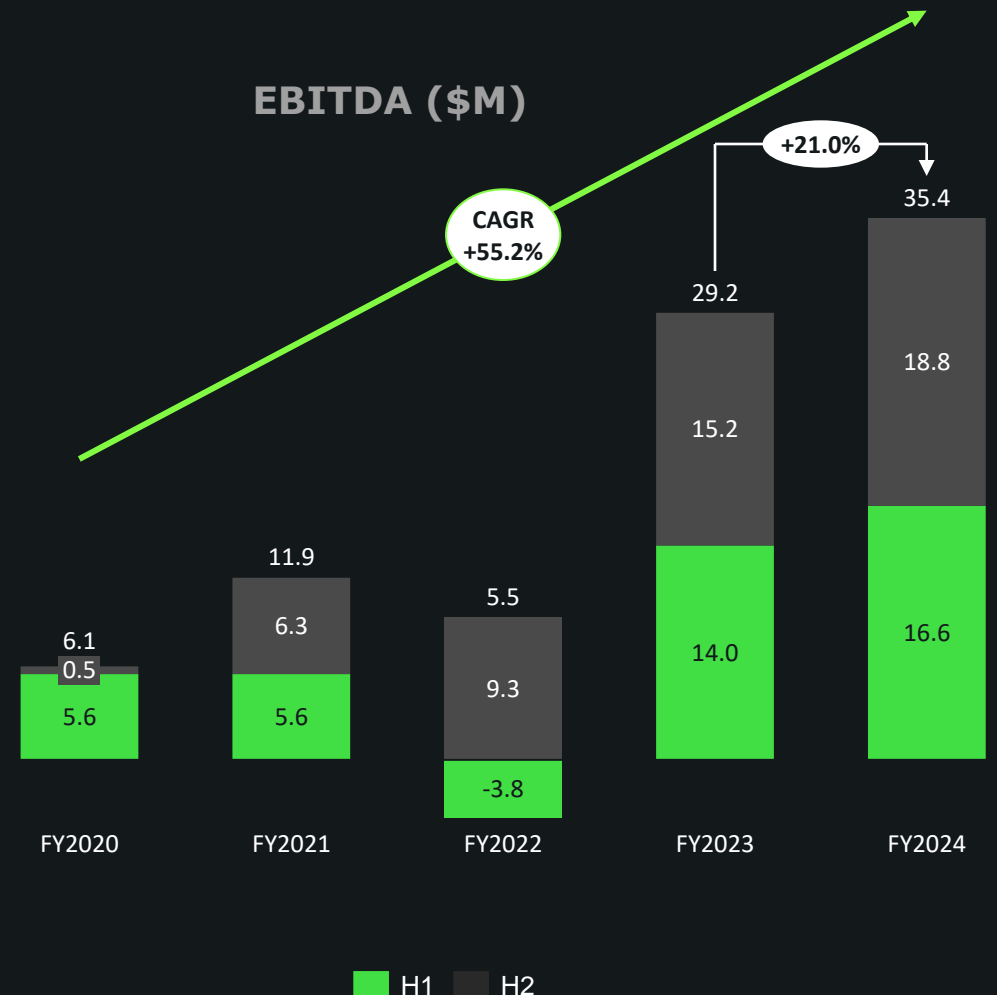
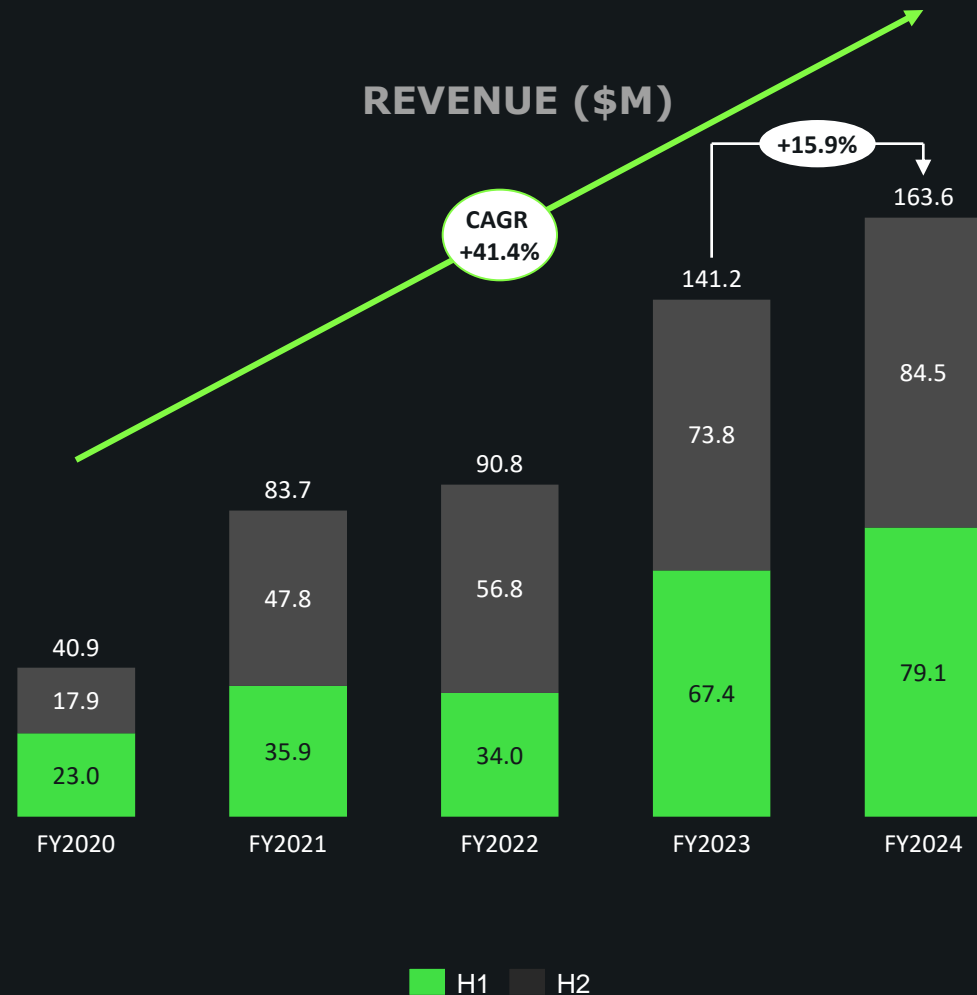
² Normalised REVENUE/EBITDA/NPAT excluding impacts of AASB16

³ During FY24, 7 locations were closed as part of Strategic Review announced in August 2023

FINANCIAL SNAPSHOT

LOYALTY AND GROWING MEMBERSHIP DRIVING CONSISTENT GROWTH

FY2020 REPRESENTS FIRST FULL YEAR AS LISTED COMPANY





FINANCIAL
RESULTS

REVENUE GROWTH (\$M)

FULL YEAR REVENUE GROWTH
[JUNE 2023 v JUNE 2024]

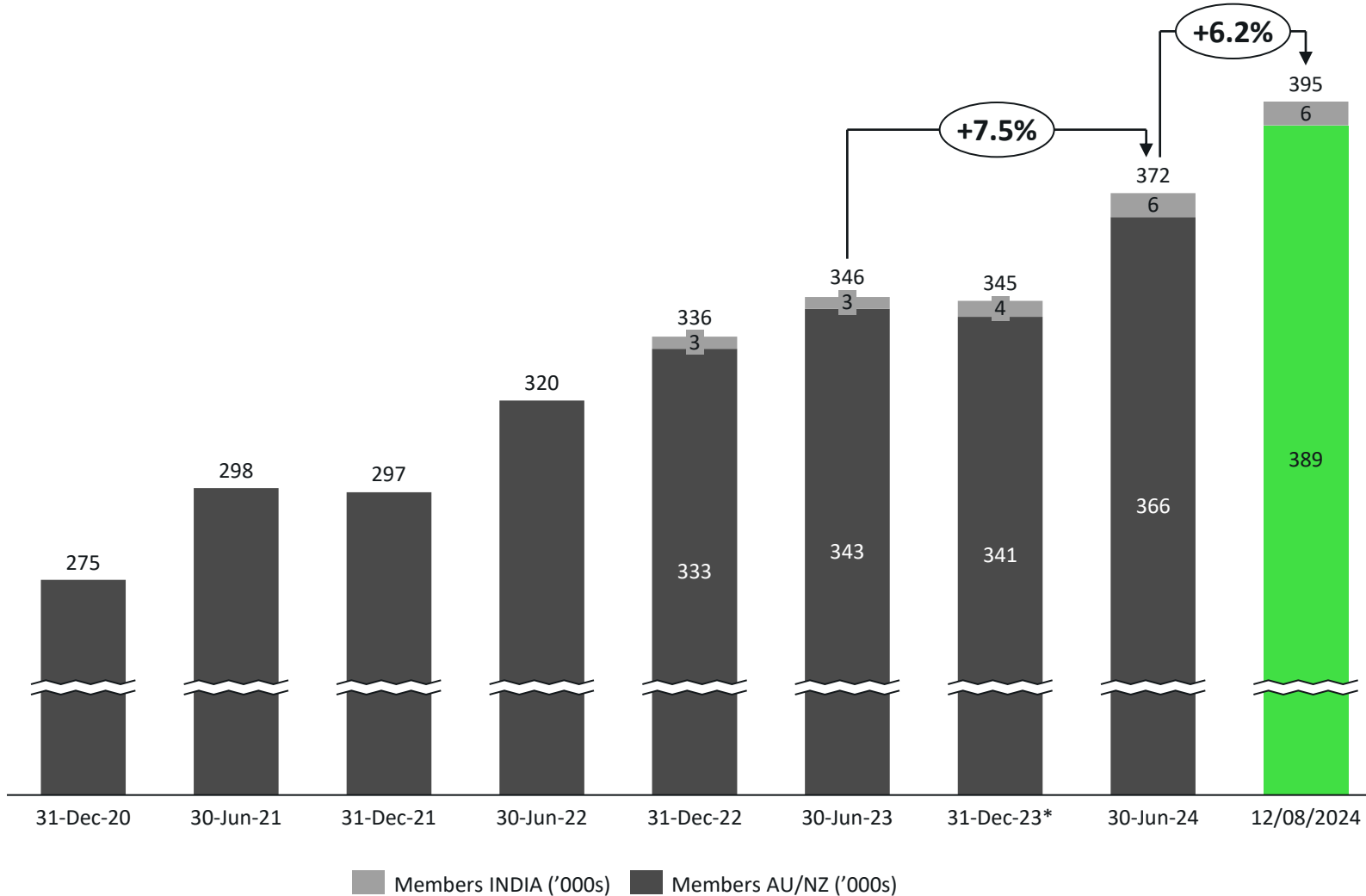


LEGEND

- **Pre FY2024 Clubs** refers to locations which were operating prior to the FY2024 period commencing
- **FY2024 Opened Clubs** refers to locations opened during the financial year
- **FY2024 Acquisitions** refers to locations acquired during the financial year
- **Normalised Revenue** (adjusted for strategic refurbishment closures)

MEMBER BASE CONTINUES TO GROW

INCLUDES CORPORATE & FRANCHISE NETWORK MEMBERS



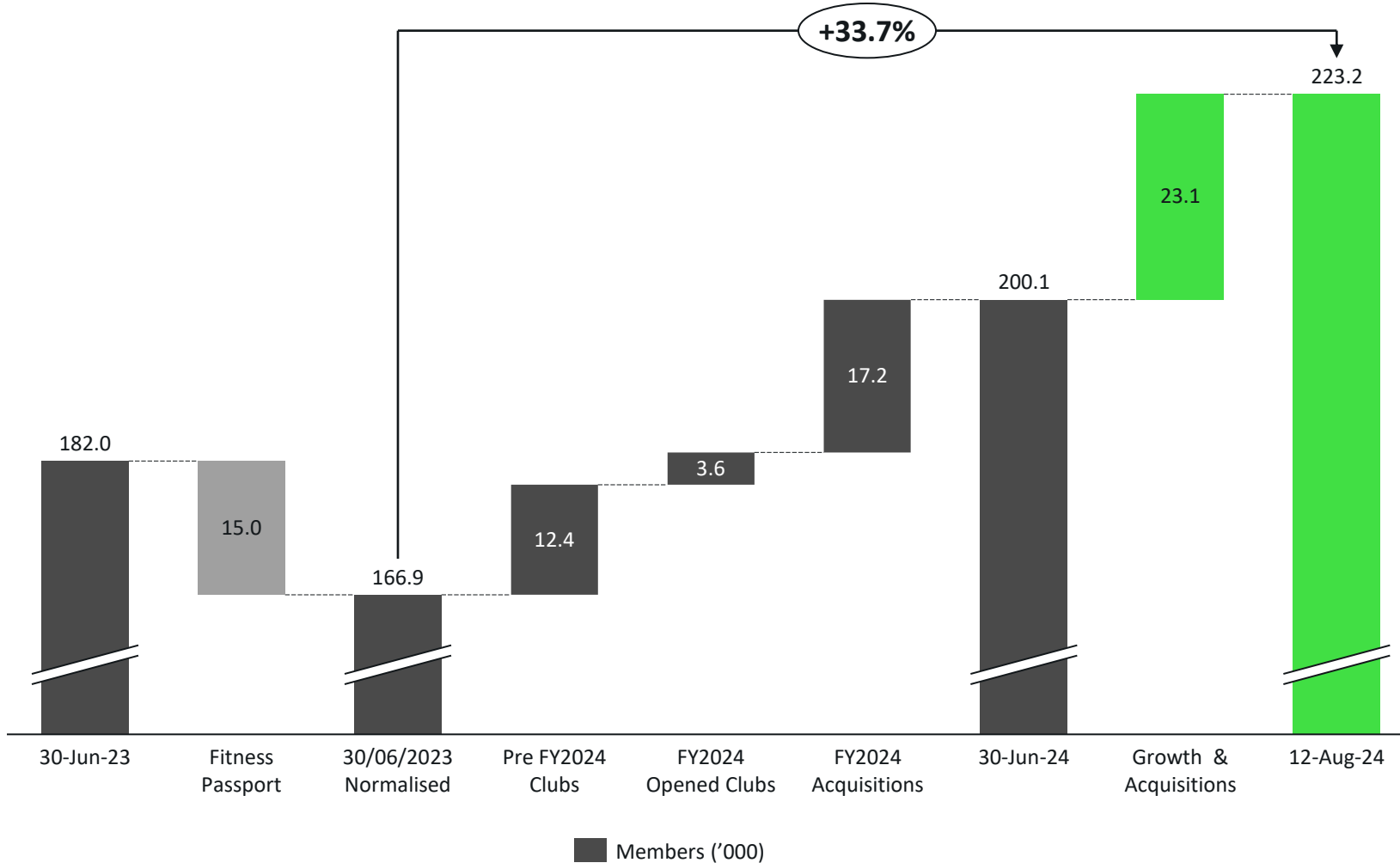
* 15,000 Fitness Passport members removed due to Viva's request to withdraw from program during FY2024

HIGHLIGHTS

- Membership growth during FY2024 was ~33,000, however this reduced to ~18,000 after the removal of ~15,000 Fitness Passport members.
- A further 23,000 members added in Q1-FY2025 already, of which ~20,000 were via Western Australian acquisitions
- Continued membership growth highlights demand remains strong as personal importance of health and fitness continues to increase

MEMBER GROWTH

MEMBER GROWTH IN CORPORATE OWNED LOCATIONS NOW OVER 200K



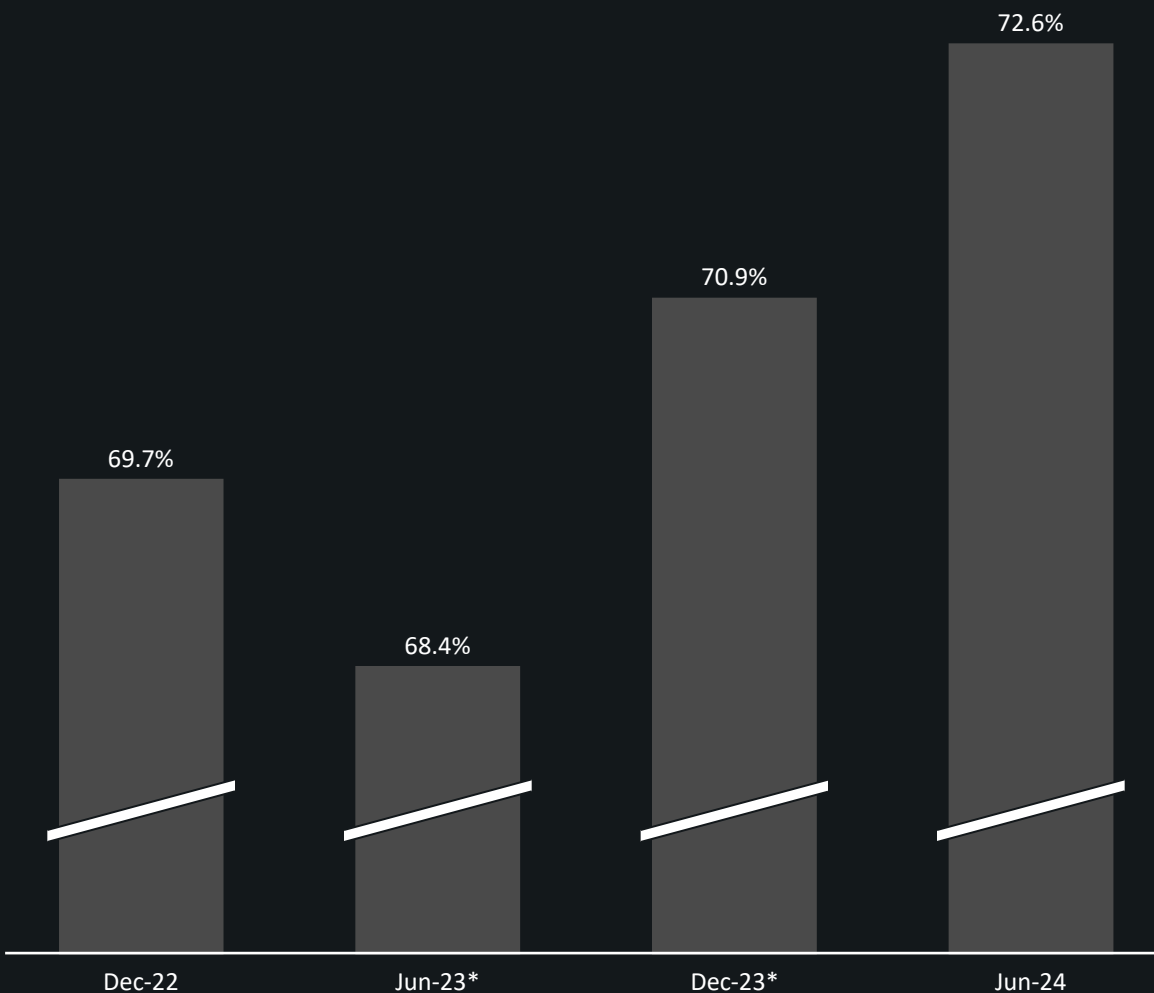
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15,000 Fitness Passport members removed during FY2024 due to Viva's request to withdraw from program

UTILISATION

RECORD UTILISATION ACROSS OWNED PORTFOLIO



HIGHLIGHTS

Long term target is 75-80% average utilisation per location once a location becomes mature (ie: older than 24 months)

Utilisation refers to Viva estimated maximum capacity per location:

- Health Clubs estimate 2.0 members per square metre
- Boutiques at 1.0 member per square metre

Improving utilisation rates across the portfolio drives increased margin due to limited additional costs to add new member to an already operating location

Utilisation decreases as new locations open, and increases as locations add new members

*Normalised for Fitness Passport members cancelled in FY2024

RESULTS REFLECT STRONG GROWTH

PROFIT & LOSS

	FY2024 (ex AASB16)	FY2023 (ex AASB16)	VARIANCE \$	VARIANCE %
Revenue	163.6	141.2	22.4	15.9
Operating Costs	(128.2)	(112.0)	(16.3)	14.5
EBITDA	35.4	29.2	6.1	21.0
Depreciation / Amortisation	(16.3)	(13.8)	(2.5)	17.9
EBIT	19.1	15.4	3.7	23.9
Finance Costs	(4.0)	(2.8)	(1.2)	44.9
NPBT	15.1	12.6	2.5	19.7
Tax	(4.5)	(3.8)	(0.7)	19.7
NPAT	10.6	8.8	1.8	19.7
EBITDA Margin	21.6%	20.7%		+90 bps

- Excludes the impacts of AASB-16
- REVENUE and EBITDA are normalised

HIGHLIGHTS

- Revenue growth derived mainly from organic growth
- EBITDA margin increased to 21.6% despite economic headwinds highlighting the ability to leverage at scale
- Q4 EBITDA margin was 22.7%
- NPAT up 19.7% from PCP

BALANCE SHEET

CONTINUED INVESTMENT IN GROWTH

(\$m)	FY2024	FY2023
Cash	22.3	6.8
Receivables and other Current Assets	5.1	4.4
P, P & E	63.6	60.0
Right of Use Assets	265.3	223.0
Intangibles	91.9	74.8
Deferred Tax	92.0	78.2
Other assets	2.3	1.8
Total Assets	542.5	449.0
Trade and other Payables	14.1	9.3
Contract Liabilities	4.1	3.5
Leases - Equipment	31.5	18.3
Leases - Rental Properties	258.7	228.5
Borrowings - Senior debt	29.1	19.4
Provisions	14.2	11.9
Current and Deferred Tax	81.7	68.1
Total Liabilities	433.4	359.0
Net Assets	109.1	90.0

HIGHLIGHTS

- Balance sheet strengthened by capital raise successfully completed in June
- Continued significant investment in expansionary capex
- New Debt facilities will strengthen cash position while supporting reinvestment in the business

CASH FLOWS

REINVESTMENT IN THE BUSINESS HAS BEEN THE FOCUS OVER THE YEAR

(\$m)	FY2024	FY2023
Opening cash	6.8	10.1
Cashflows from Operations	59.4	53.1
Investment in P,P,E and Intangibles	(18.8)	(19.2)
Acquisition of Businesses	(14.1)	(6.8)
Proceeds from Issue of Shares	15.2	0.9
Share Buy Back	-	(0.4)
Proceeds/(Repayment) of Debt	9.7	(0.7)
Lease Principal Reductions	(35.9)	(30.2)
Closing cash	22.3	6.8

HIGHLIGHTS

- Strong cash balance reflected from recent capital raise with acquisitions still to complete at 30 June 2024
- Cashflows from operations improved by ~12% over pcp
- Investment in PPE reflects the completion of the refurbishment program



**CAPITAL
ALLOCATION
STRATEGY**

CASHFLOW ANALYSIS

INVESTING IN OUR FUTURE

CASHFLOW DETAILS (\$M)	FY2024	FY2023
Net Receipts from Customers / Payments to Suppliers	79.7	67.9
Rent Payments	(43.1)	(37.3)
Net Interest on Senior Facility	(2.6)	(1.9)
Debt Repayments (ex Property Leases)	(14.4)	(11.6)
Maintenance Capex	(4.1)	(3.7)
Free Cash Flow (FCF) pre Growth Capex and Tax	15.5	13.4
<i>Growth Capex</i>		
Growth Capex (net of financing)	(14.8)	(15.9)
Investment in Acquisitions (net of financing)	1.0	(1.9)
Cash Re-Investment for Growth	(13.8)	(17.8)
<i>Other Cashflow Items</i>		
Taxation	(1.7)	1.5
Capital Raise (less costs)	15.2	-
Other cashflows	0.2	(0.4)
Cash Movement for Period	15.4	(3.3)

HIGHLIGHTS

- Strong growth in FCF pre Growth Capex and Tax of 15.7% against pcp
- Part funding of Growth Capex assisted with cash flows in H2
- Revised banking facilities should see an improvement in free cash flows with lower debt payments moving forward

CAPEX ANALYSIS

FY2024

CAPEX SUMMARY FOR PERIOD	\$M	% OF REVENUE
New Site Capex	5.9	3.6%
Site Upgrade Capex	7.3	4.5%
Technology Capex	5.0	3.1%
Total Expansionary Capex	18.2	11.2%
Less funding received	(3.4)	
Total Expansionary Capex (net of funding)	14.8	9.1%
Maintenance Capex	4.1	2.5%
Total Capex (net of funding)	18.9	11.6%

COMMENTS

- Site Upgrade capex is the gross amount spent on the refurbishment program
- Funding was made available in H2 for the refurbishment program
- Technology funding was predominantly for VP and Hub and commencement of new projects
- Technology and Maintenance capex as a percent of revenue remain within Company target ranges



GUIDANCE
FY2024

FY2024 GUIDANCE MILESTONES ACHIEVED

A YEAR OF CONSOLIDATION AND GROWTH

FINANCIAL

Revenue

FY2024

\$163.6m

Guidance: \$162m to \$164m

EBITDA*

FY2024

\$35.4m

Guidance: \$35m to \$35.5m

HIGHLIGHTS



Guidance issued in February 2024 achieved, notwithstanding difficult trading environment for various industries.



Target EBITDA margin in the range of 21% to 22% achieved (actual 21.6%)



Result demonstrates the resilience of the business

Lifestyle nature of business is evidenced by the result

Normalised Revenue and EBITDA, excluding impacts of AASB16

Q4-FY2024 RUN RATES

A STRONG BASE ESTABLISHED FOR FY2025

VIVALEISURE

Revenue Actual
Q4-FY2024

\$43.2m

Guidance Q4-FY2024: \$42.5m to \$43.5m

EBITDA Actual
Q4-FY2024

\$9.8m

Guidance Q4-FY2024: \$9.5m to \$10.0m

EBITDA Margin Actual
Q4-FY2024

22.7%

Guidance Q4-FY2024: 22% to 23%

Annualised, based on Q4-FY2024 Run Rate

Q4-FY2024 Revenue Annualised

\$172.8m

[FY2024: \$163.6 m]

Q4-FY2024 EBITDA Annualised

\$39.2m

[FY2024: \$35.4 m]

Normalised Revenue and EBITDA, excluding impacts of AASB16

COMMENTS

- Annualised figures do not account for any growth from greenfield locations, maturation of recently opened locations or acquisitions
- Annualised figures also do not account for any downturn in trading conditions

FY2025 UPSIDE OPPORTUNITIES

FY2024 HAS PROVIDED A STRONG PLATFORM FOR FURTHER UPSIDE IN FY2025

Opportunities include:



Membership Growth, including greenfield locations, maturation of locations opened in FY2024, and possibly future acquisitions



Plus Fitness division continued franchisee site upgrades and roll-out of strong pipeline sold during FY2024 of new locations



Synergies to be achieved from recent acquisitions, including the eight locations in Western Australia, and the four locations in the Northern Territory



Viva Pay and Technology fees will continue to grow as the membership continues to grow, including from acquisitions as part of payments and technology synergies to be realised



A strong focus on cost management, and de-duplication where possible, following the Strategic Refurbishment program of FY2024



An expanding Digital Signage and Vending machine network expected to continue improving returns. Imminent launch of Supp Society, online supplement business



A smaller Strategic Refurbishment program for FY2025 after the success of the FY2024 program



Launch of unique technology products to reach more members, and offer unparalleled membership and access options



FY2024
STRATEGIC
REFURBISHMENT
PROGRAM

FY2024 STRATEGIC REFURBISHMENT PROGRAM

ANNOUNCED IN AUGUST 2023 AND COMPLETED DURING FY2024

	Estimated	Actual
Locations	27	27
Cash Cost	\$7.5 m	\$7.3 m
12 Month Member Increase Target	5,200	4,887
Additional Annualised EBITDA Target	\$6.0 m	\$5.5 m
ROIC	80%	75.3%

HIGHLIGHTS

The FY2024 Strategic Refurbishment program has achieved its targets ahead of management expectations

Membership has increased for the strategically refurbished locations with 94% of the membership target achieved, with most of the larger refurbishments less than six months in. Target was for 12 months.

EBITDA target a combination of increased membership revenue, and cost savings (ie: removal of group fitness). The final split was \$4.9m expected annualised revenue increase and \$1.2m in cost savings

Further upside is still expected with membership continuing to increase.

Membership Increase Target as at 1 August 2024

CASE STUDY: STRATEGIC REFURBISHMENT LOCATIONS

VIVA LEISURE

PERFORMANCE FROM REFURB DATE TO TODAY

Site	Re-open Date	Cash Cost of Refurb (\$)	Members at Re-open	Members (1 Aug 2024)	Approx ROI
Site 1 (QLD)	Nov-23	570,000	749	1,106	36.9%
Site 2 (VIC)	Feb-24	670,000	1,288	1,801	65.2%
Site 3 (QLD)	May-24	517,000	1,202	2,115	129.3%
Site 4 (QLD)	May-24	505,000	1,972	2,663	101.0%
Total		2,262,000	5,211	7,685	+2,474 Members

CLUB LIME NOOSAVILLE

VIVALEISURE

BEFORE AND AFTER PHOTOS
FROM STRATEGIC
REFURBISHMENT
PROGRAM

+900 members in first 3 months

*Group Fitness removed providing
more gym floor*



NEW BANKING
FACILITIES
COMMONWEALTH BANK



NEW BANKING FACILITIES

UNLOCKING SIGNIFICANT FREE CASH FLOW

Key Facility Terms:



An increase from a combined \$118 million to \$165 million facility, *plus* a \$50 million accordion facility

- Facility A is a \$130 million Revolving Interest Only Cash Advance Facility for the funding of permitted acquisitions, greenfield sites and capital expenditure
- Facility B is a \$35 million Bank Guarantee facility



Free cash flow is expected to improve significantly per annum from the New Banking Facilities. In FY2024, Viva made \$14.4 million in debt repayments. The new facility includes a sweep mechanism above certain leverage, but otherwise no principal reductions are required.



Facility A headroom is expected to be approximately \$70 million based on existing balances as at 30 June 2024



Facility is available for use in Australian and New Zealand, providing further future opportunities for expansion



The Facilities are to be syndicated, with Commonwealth Bank acting as the Agent



Margins improvement of 74 bps for Facility A, with a slight increase (approximately 44 bps) for Facility B from current rates, together with a new 3-year term



All facilities are subject to covenant testing, including a Net Leverage Ratio of <2.25x and Fixed Cover Ratio >1.3x



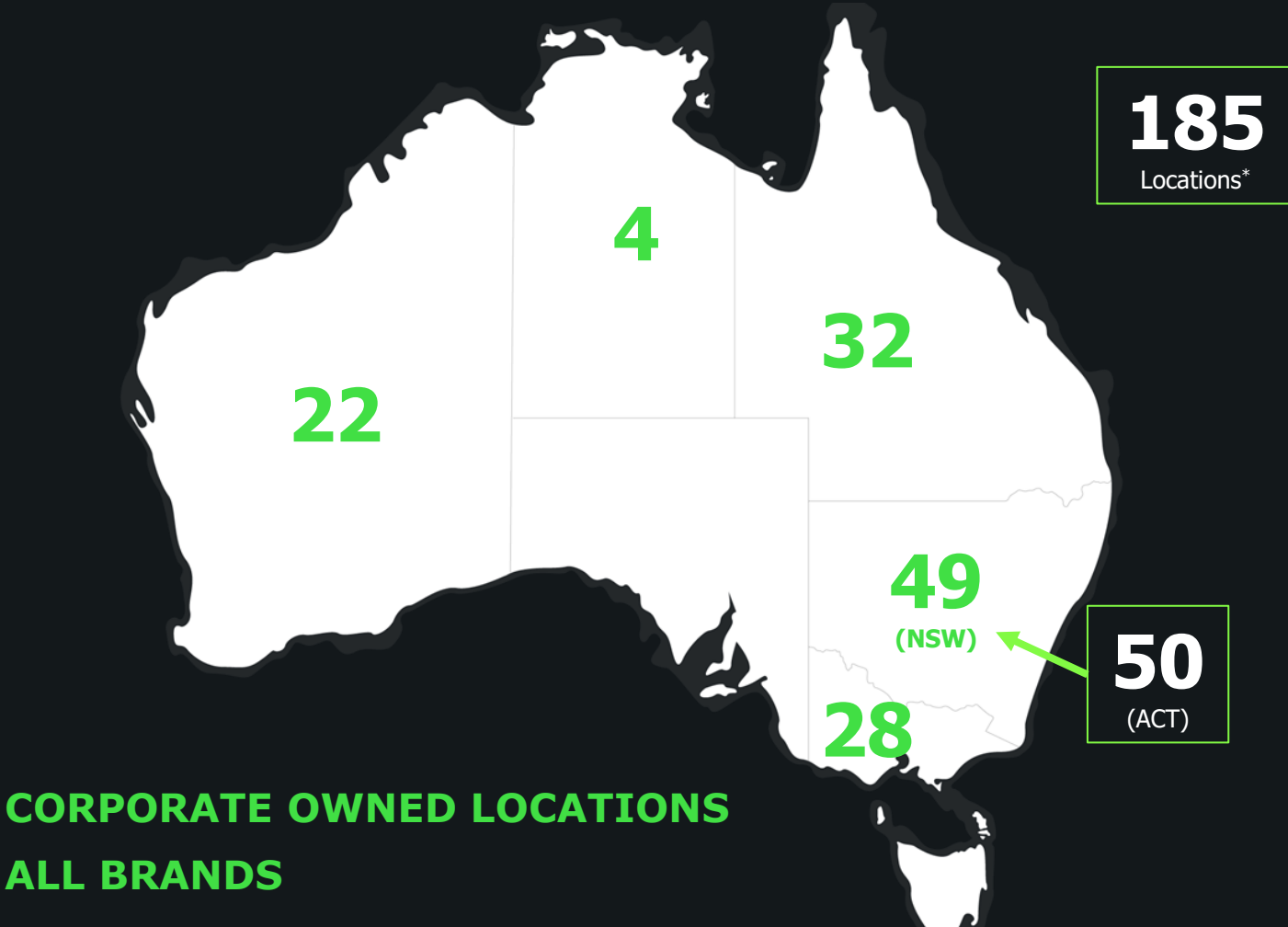
Permitted uses are acquisitions, equipment finance, greenfield site funding and bank guarantees



BUSINESS STRATEGY & OUTLOOK

BUILDING A NATIONAL PLATFORM

FROM HUMBLE BEGINNINGS IN ONE STATE/TERRITORY TO NOW COVERING SIX



**CORPORATE OWNED LOCATIONS
ALL BRANDS**

HIGHLIGHTS

National platform provides basis to serve a larger addressable market and extract operating efficiencies.

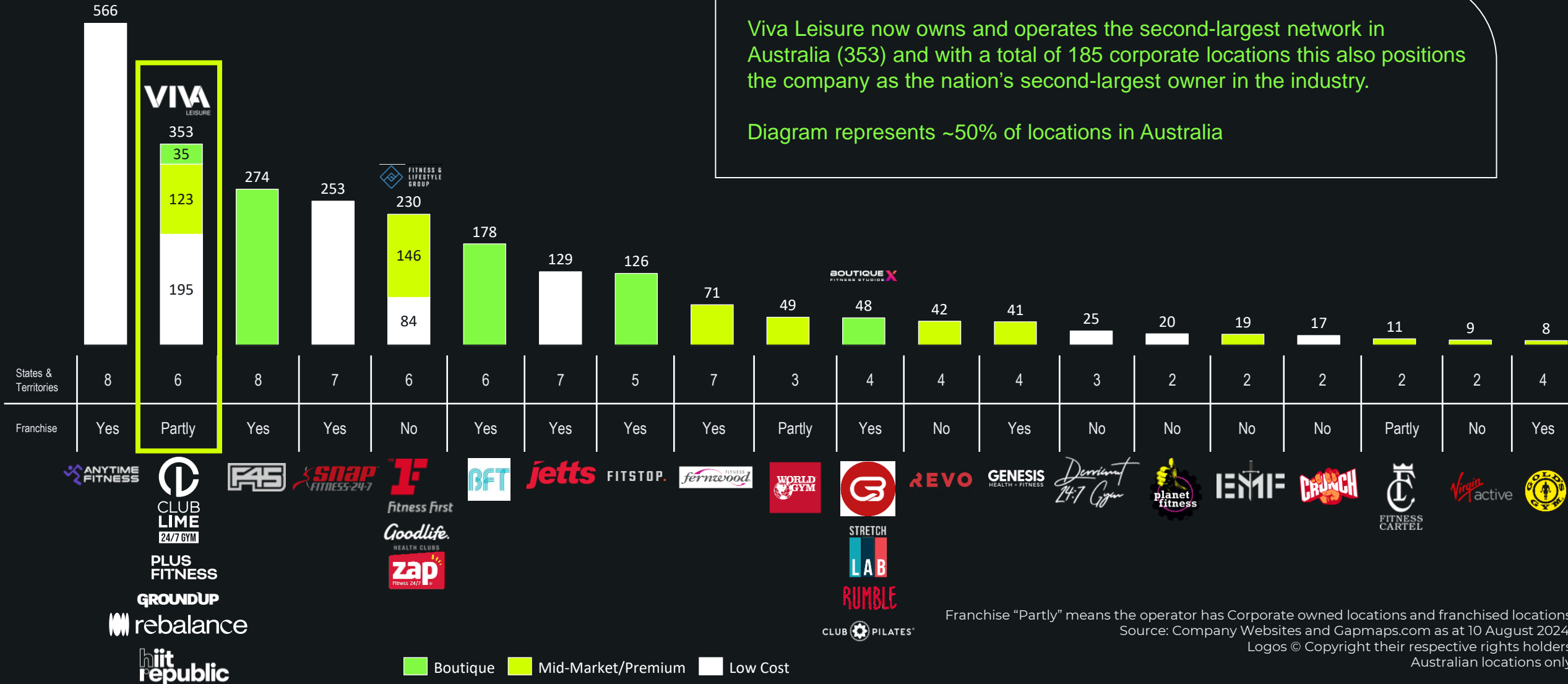
- Large addressable market
- Improved procurement
- Talent acquisition
- Digital Marketing expanded footprint
- Technology deployment
- Viva Pay benefits

COMPETITIVE LANDSCAPE

SIGNIFICANT OPERATOR IN THE MARKET

Viva Leisure now owns and operates the second-largest network in Australia (353) and with a total of 185 corporate locations this also positions the company as the nation's second-largest owner in the industry.

Diagram represents ~50% of locations in Australia



Franchise "Partly" means the operator has Corporate owned locations and franchised locations
 Source: Company Websites and Gapmaps.com as at 10 August 2024.
 Logos © Copyright their respective rights holders
 Australian locations only

IHRSA 2023 GLOBAL REPORT

Number of Members

Rank	Brand	HQ	Members ('000)
1	Planet Fitness	USA	17,000
2	HiLeFit	China	10,000
3	Anytime Fitness	USA	3,900
4	Smart Fit	Brazil	3,800
5	Basic-Fit	Netherlands	3,352
6	Crunch Holdings	USA	2,160
7	24 Hour Fitness	USA	2,140
8	RSG Group (Europe Only)	Germany	1,805
9	Powerhouse Gyms	USA	1,800
10	PureGym	UK	1,665
11	Life Time	USA	1,400
12	Goodlife Fitness Group	CA	1,300
13	FitX	Germany	842
14	Fitness Park Group	France	835
15	The Gym Group	UK	821
16	Curves Holdings Co	Japan	787
17	David Lloyd Leisure	UK	730
18	SATS Group	UK	721
19	Xponential Fitness	USA	590
20	Friskis & Sveltis	Sweden	486
21	EASYFITNESS	Germany	435
22	Keep Cool	France	422
23	Renaissance Incorporated	Japan	373
24	Forus	Spain	372
25	Nuffield Health	UK	366
Viva Leisure (as at Aug 2024)		Australia	395

Number of Locations

Rank	Brand	HQ	Locations
1	Anytime Fitness	USA	5,143
2	Xponential Fitness	USA	2,641
3	Planet Fitness	USA	2,410
4	Curves Holdings Co	Japan	1,954
5	F45 Training	USA	1,900
6	Orangetheory	USA	1,528
7	Smart Fit	Brazil	1,236
8	HiLeFit	China	1,200
9	Basic-Fit	Netherlands	1,200
10	Lift Brands	USA	1,100
11	RS Group (Europe Only)	Germany	900
12	PureGym	UK	555
13	9 Round	USA	543
14	Crunch Holdings	USA	421
15	Lava Hot Yoga Studio	Japan	420
16	Hotworx	USA	409
17	Fitness & Lifestyle Group	Australia	385
18	L'orange Bleue	France	380
19	Goodlife Fitness Group	CA	370
20	Viva Leisure	Australia	338
21	Bodystreet	Germany	309
22	Keep Cool	France	302
23	Burn Boot Camp	USA	300
24	Mrs Sporty	Germany	300
25	24 Hour Fitness	USA	283
Viva Leisure (as at Aug 2024)		Australia	363

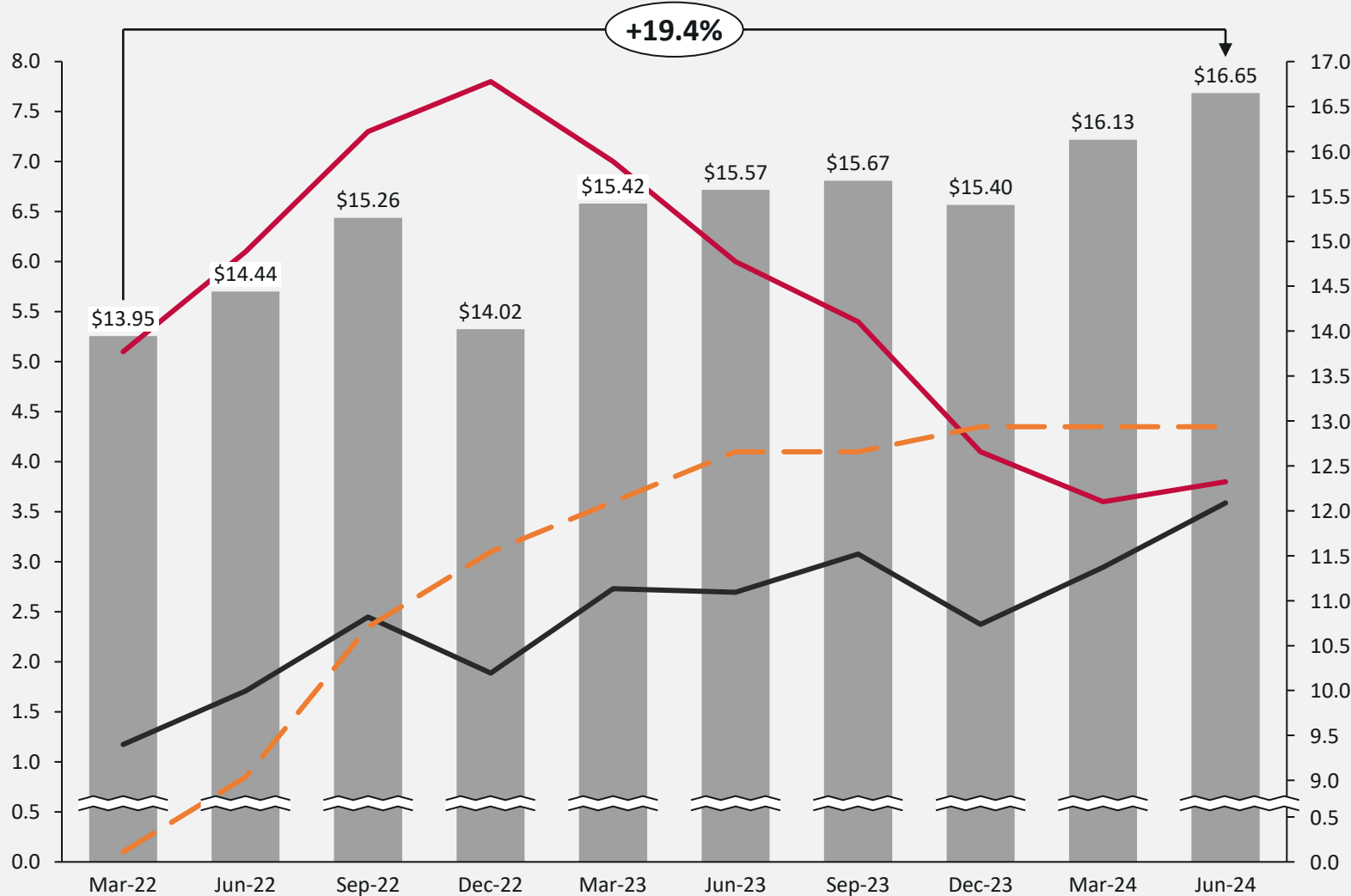
Highlights

- Viva Leisure is a significant player in the global fitness industry in both number of Members and Locations
- List incorporates both franchised operators and corporate club owners
- Data presented is from the IHRSA 2023 Global Report. 2024 Report not yet published
- Viva locations include Australia (353), New Zealand (2) and India (8) locations

Source: 2023 IHRSA Global Report

ARPM, UTILISATION, INFLATION & INTEREST RATES

THE ROBUST FITNESS INDUSTRY



Highlights

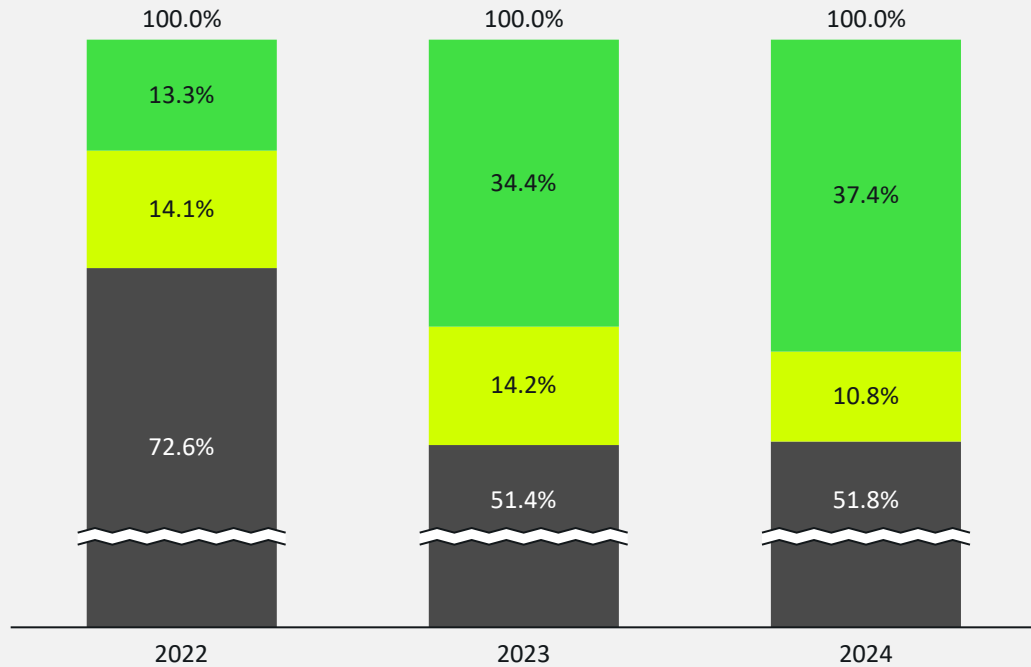
- Utilisation (members in each club) increased over the quarters from 67.4% to 72.6%
- ARPM (Average Revenue Per Member) per week increased 15.7% from \$13.95 to \$16.65 showing the resilience of membership and the demand
- Inflation increased from 5.1% (Mar 2022) to a peak of 7.8% (Dec 2022), back to 3.8% (June 2024)
- Interest Rates increase from 0.1% (Mar 2022) to their current peak of 4.35% (June 2024)

ARPM
 Inflation rate
 Utilisation
 Interest Rates

MEMBER GROWTH

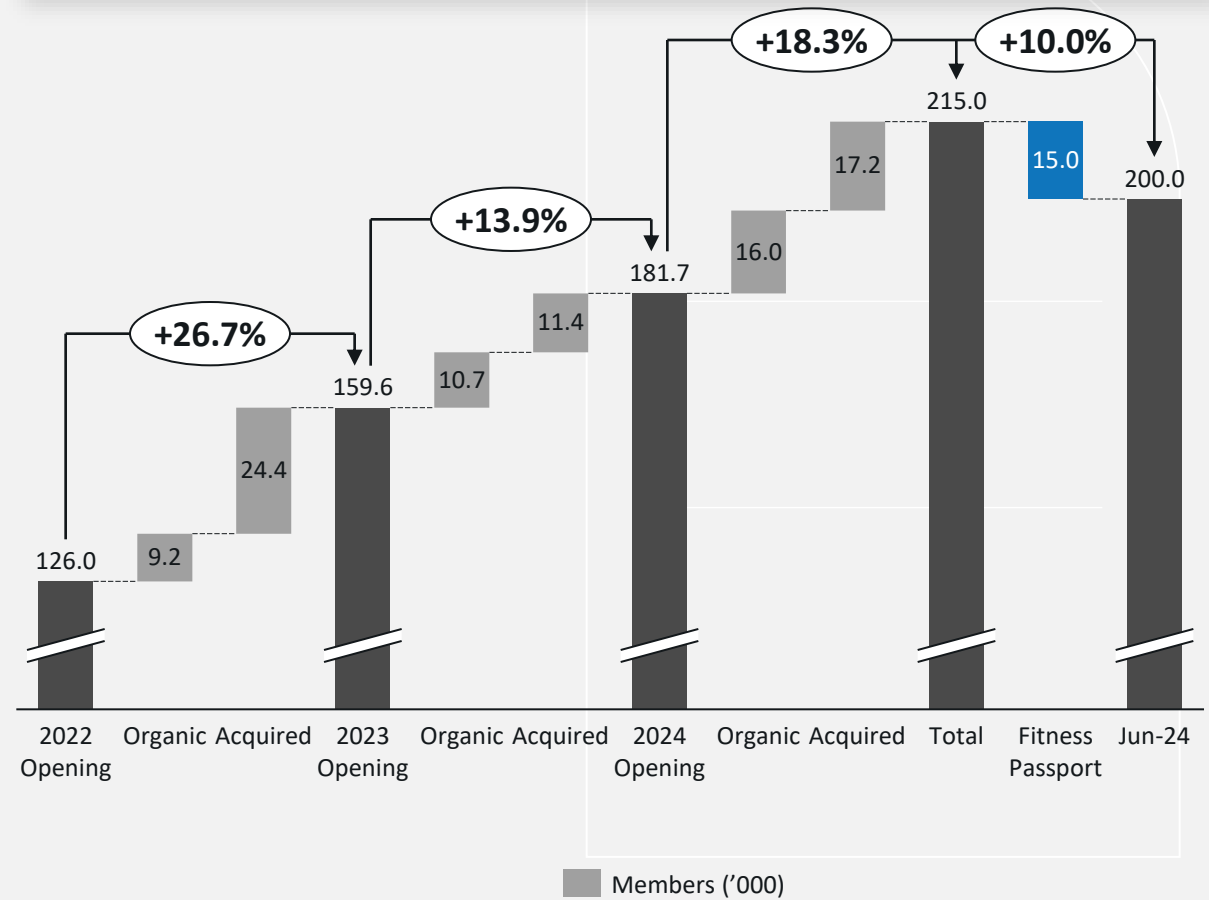
WHERE OUR MEMBER GROWTH COMES FROM?

Source of New Members



■ Organic (Existing)
 ■ Organic (Greenfield)
 ■ Non-Organic (Acquired)

Annual Growth Profile



Members ('000)

Fitness Passport refers to members cancelled as part of withdrawal from program during FY2024

PLUS FITNESS FRANCHISE NETWORK

GOING FROM STRENGTH TO STRENGTH

IMPRESSIVE GROWTH

Current Network: **205 Locations**

195

Australia

2

New Zealand

8

India

New Territories Secured

21

Between July 2023 and June 2024

Total Territories Secured

30

Pre-DA, In DA, In Build or Pre-Opening

Locations in new design

104

Australia

0

New Zealand

4

India

New Locations

5-7

New locations to open in H1-FY2025

New Design –v- Old Design

100% new design locations

Exceeding their historic performance

The benefits of the Plus Fitness network transitioning to the new Viva Leisure inspired design is resulting in significant growth for the network

Existing franchise owners are behind the growth of new Territories secured with many becoming multi-franchise owners for the first time

OUR STRATEGY

VIVA'S PRIMARY OBJECTIVE IS TO PROVIDE AN IMPROVING RETURN TO SHAREHOLDERS

This is achieved over the short and long-term by:



Capitalising on our tech

Commercialising our in-house developed technology platforms, billing services and unique apps to the market which creates a significant income opportunity.



Delivering exceptional service & products

Anticipating the needs of our customers and delivering competitive and market leading service and products



Our Team

Looking after our team members who in turn look after our customers and members in a safe, fulfilling and interesting environment



Diversifying our income streams

Providing more than just an income stream from recurring memberships. Thinking outside the square.



Portfolio of Brands

Regularly reviewing our portfolio of brands and offerings to make sure they suit our expanding membership base.

“If you can't measure it, you can't manage it”
Peter Drucker

THE HUB AND VIVA PAY

TECHNOLOGY UPDATE

VIVALEISURE
CAPITALISING ON OUR TECH

LARGEST INVESTMENT IN IT WENT LIVE IN FY2024:



100% of franchised network operating from the Hub and Viva Pay.



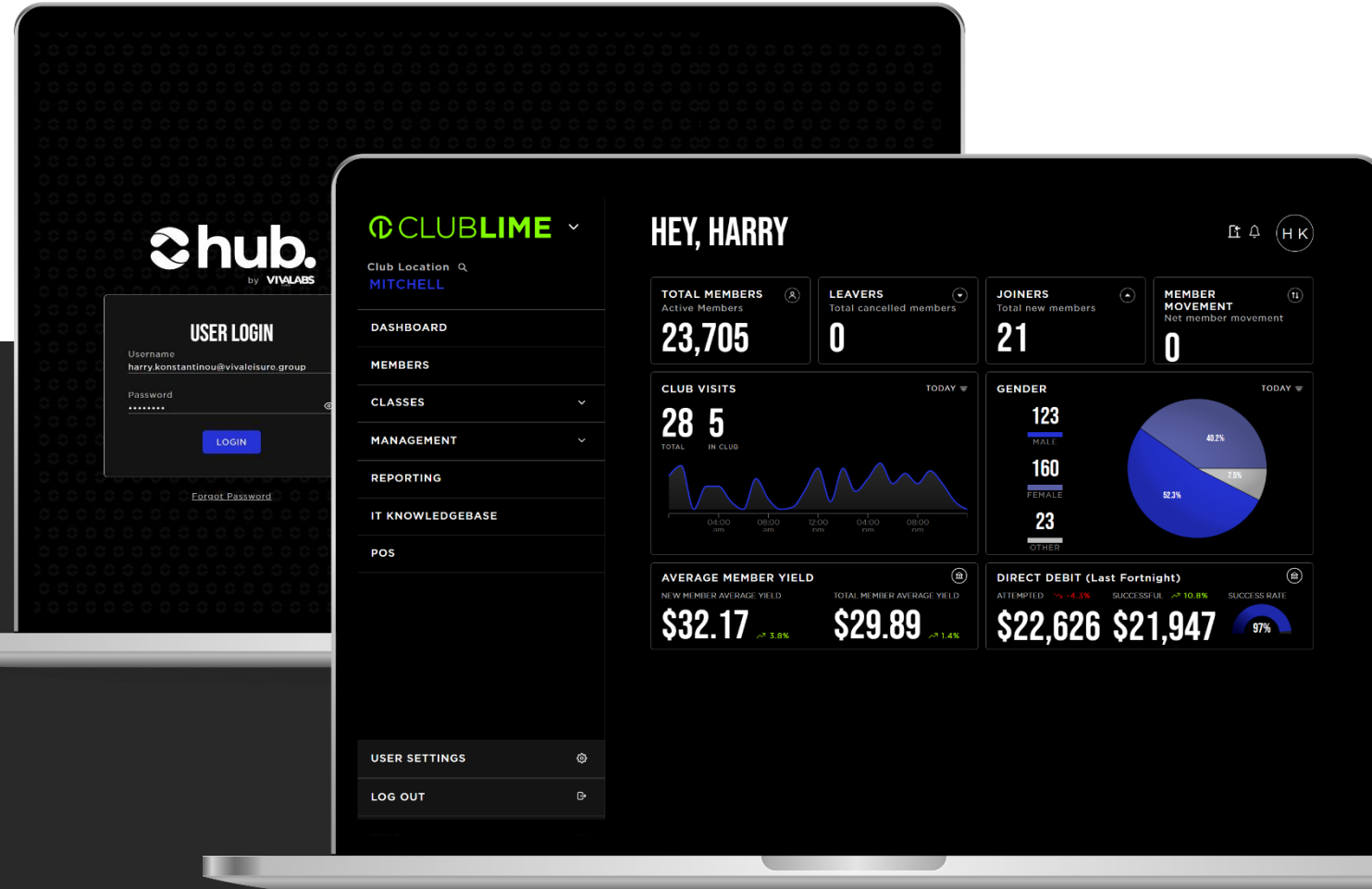
Technology Fees, and Payment processing fees now being received.



New technology products and modules nearing launch, which will provide further upside



Solution can be licenced, including member management, access control, apps.



VIVALABS
LEISURE

VIVA pay

hub.

CAPITALISING ON OUR TECH PLATFORM

OUR FULLY INTEGRATED SOLUTION IS ONLY GOING TO GET BETTER

CAPITALISING ON OUR TECH PLATFORM

New Modules

New modules being developed will replace third-party products used by Viva and our franchisees, at cost savings, and with a better integration. Additional revenue for Viva Labs.

Viva Pass

An app that will allow access across all Viva owned brands known as Viva Pass will launch in H2-FY2025. Providing unprecedented access across brands, while sharing revenue appropriately with franchisees

DELIVERING EXCEPTIONAL SERVICE

New Products

New products using the Hub as a backbone to better manage the experience including Corporate memberships, family memberships, and affiliate membership options will progressively launch during FY2025

Viva Pass Corporate

A corporate gym pass across 350+ locations, with a simple corporate activation and joining process

SUPP SOCIETY

LAUNCHING NEXT WEEK

FOCUSED ON OUR MEMBERS:



Marketed directly to our network of ~400,000 members



Using existing technology including digital signage, SMS, mail-outs, in-club advertising offers and in-app promotions



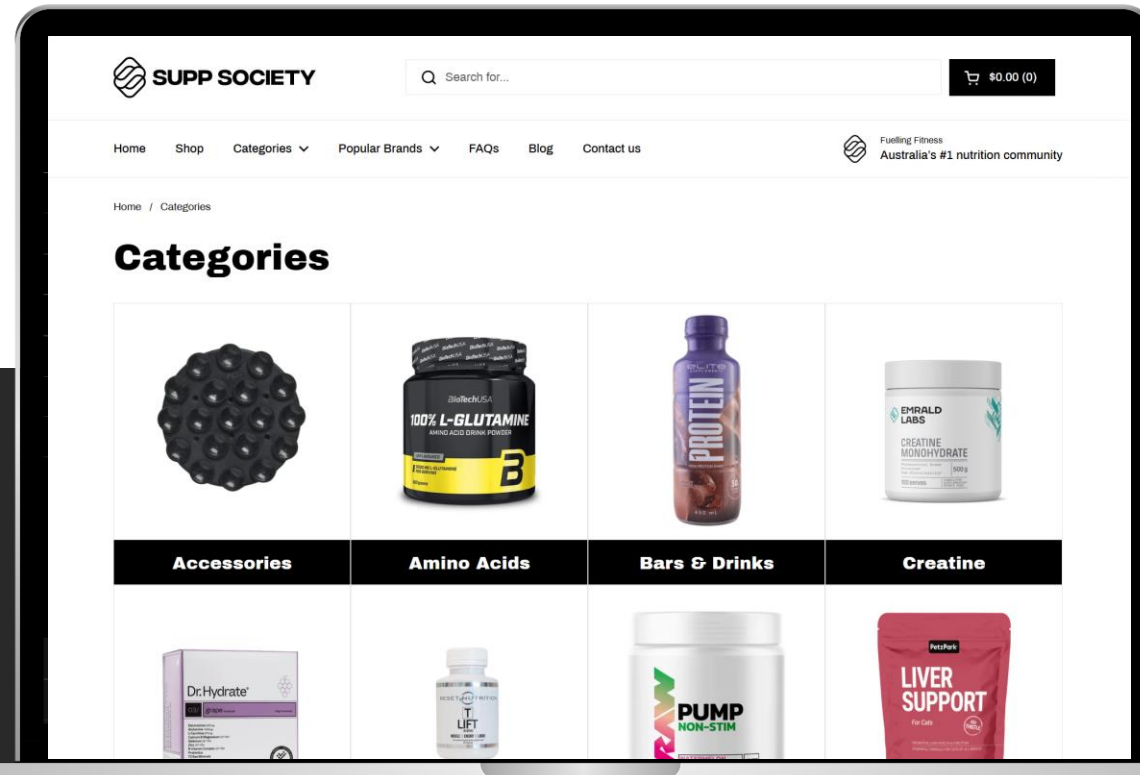
Drop-ship arrangement with one of the largest suppliers in Australia means no stock risk



High margin industry, with margins mostly affected by marketing costs

VIVALEISURE

DIVERSIFYING OUR INCOME STREAMS



PORTFOLIO OF BRANDS

VIVALEISURE

A Multi-dimensional Fitness Business That Operates In All Segments Of The Fitness Market.

Fitness Segments:

✓ Boutiques

✓ Express

✓ Standard

✓ Big Box

✓ Franchise

✓ HVLP

In addition

✓ Viva Labs

✓ Viva Pay

✓ The Hub







✓ Digital Signage

✓ Online Supplements







ZOO FITNESS – OUR HVLP OFFERING

CONTINUING TO SERVICE ALL SEGMENTS OF THE MARKET

Key Points

-  HVLP (High Value, Low Price) still in its infancy in Australia
-  Limited locations (more regional, big box). Not suited to major capital cities
-  First location in WA already secured
-  Will operate as a different offering & price-point to Club Lime
 - Likely \$8-\$9 per week
 - Low Cost, Low Service
-  Will utilise the Hub, Viva Pay, and Viva's bespoke access control systems
-  Target member <25 years. Club Lime is ~31 years of age

Opportunity

-  Viva's buying power on equipment will ensure a better member experience, with better equipment at an attractive price point
-  Opportunity to pay extra to add Club Lime as a roaming option (and vice-versa)
-  Average Club is ~2,500m2, compared to Club Lime's sweet-spot which is ~1,000m2
-  Expected an average club to have 4000+ members
-  Potential to open 40-50 HVLP locations in the appropriate markets
-  Viva is also considering if any Club Lime locations can be reconfigured

ZOO FITNESS – OUR HVLP OFFERING

VIVA LEISURE

<\$10

\$14-\$19

\$14-\$27

\$40+

ZOO FITNESS 24/7

PLUS
FITNESS

CLUBLIME

hiit
republic

GROUNDUP

rebalance



GO
NOCTURNAL

24/7 ACCESS

ZOO FITNESS

\$8.80
PER WEEK

THAT'S WILD

FREE TO ROAM.

3,000M2 STATE-OF-THE-ART GYM.

ZOO FITNESS





HOWL. SCREECH. GRUNT.
IT'S TIME TO UNLEASH YOUR INNER GOAT.
AT ZOO FITNESS
WITH ENOUGH SPACE TO ROAM FREE.
NO CONTRACTS TO CAGE YOU IN.
AND A PRICE THAT BREAKS THE CHAINS. NOT THE BANK.
SO, TRUST YOUR INSTINCT.
MAKE THE LEAP.
TO ZOO FITNESS
FITNESS UNLEASHED



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Harry Konstantinou
CEO & Managing Director



Kym Gallagher
CFO

VIVA
LEISURE








APPENDIX

VIVA'S EXPANDING PORTFOLIO

TARGETING ALL SEGMENTS

VIVA LEISURE

			PLUS FITNESS	GROUNDUP			
	CLUB LIME	HIIT REPUBLIC	PLUS FITNESS	GROUNDUP	PSYCLE LIFE	REBALANCE PILATES & YOGA	CLUB LIME AQUATICS
SEGMENT	Health Clubs	Boutique	Health Clubs	Boutique	Boutique	Boutique	Aquatics
TARGET MARKET	High quality facilities, mid market price point	High quality facilities, mid market price point	Low cost, low service market	High quality facilities, high price point	Cycling – Niche market	Medium quality facilities, med market price point	Aquatics
TARGET PRICE POINT	\$14-\$27pw	\$44-\$56pw	\$14-\$19pw	\$55-\$79pw	\$22-\$27pw	\$44-\$55pw	Casual Entry
OPENED OR ACQUIRED	Opened	Opened	Acquired	Opened	Opened	Acquired	Opened
CORPORATE LOCATIONS	123	19	27	4	2	8	2
FRANCHISED LOCATIONS			168 (AU) 2 (NZ) 8 (IN)				
ADDITIONAL LOCATIONS SECURED	14	-	30 Franchisee	4			

As at 13 August 2024

STATUTORY RECONCILIATION & NORMALISATIONS

VIVALEISURE

UNDERLYING & AASB16 FOR FY2024

COMMENTS

- Removal of amortisation of Right of Use Asset
- Removal of finance charges against rental liabilities

Normalisations	(\$m)
Loss of revenue for Refurbished club closures	1.0
Pre-opening rents	0.8
Loss of rebate for delay in Viva Pay	0.6
Share based payments expensing	0.4
Due Diligence and Capital Raise Fees	0.8
Total	3.6

(\$M)	FY2024		AASB16	FY2024
	Statutory	Adjustments	Impact	(pre AASB16)
Revenue	162.6	1.0	-	163.6
Expenses	(87.3)	2.6	(43.5)	(128.2)
EBITDA	75.3	3.6	(43.5)	35.4
Depreciation and Amortisation	(51.9)	-	35.7	(16.2)
EBIT	23.4	3.6	(7.8)	19.2
Finance Costs	(18.7)	-	14.6	(4.1)
Profit Before Tax	4.7	3.6	6.8	15.1
Income Tax Expense	(1.5)			(4.5)
Net Profit After Tax	3.2			10.6
Earnings per share (basic - cents)	3.6			11.6

EBITDA is normalised EBITDA
AASB16 Impacts relate to property only

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