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VIVA LEISURE LAUNCHES NEW CORPORATE BRAND AND PUBLISHES ‘THE VIVA STORY’

Viva Leisure Limited (ASX:VVA) today unveiled its new corporate brand and released The Viva Story, a comprehensive document articulating the Group’s strategic evolution and unique position in the market.

From a single club in 2004 to nearly 500 locations across Australia, New Zealand, and India and with recent expansion into SE Asia and the UK – Viva Leisure has grown into a diversified operator with more than 600,000 members and a technology-driven fitness ecosystem.

Commenting on the new brand, Viva Leisure CEO & Managing Director Harry Konstantinou said:

“Our new brand – Shaping the Future of Fitness – signals the evolution of Viva Leisure from a gym business into a broader fitness and wellness ecosystem. We’ve built the technology, the network, and the operating model to deliver scale and innovation across multiple geographies and modalities”

As part of the brand refresh, the company has released The Viva Story, an in-depth analysis that outlines Viva’s vertically integrated structure, proprietary technology stack, diversified brand portfolio, and long-term investment approach. The document helps shareholders, partners, and the broader market better understand how Viva Leisure achieves sustainable growth and stands apart beyond its physical footprint.

Key themes explored in The Viva Story include:

- How Viva Leisure’s core platforms – The Hub, Viva Pay, and Access Control – power every aspect of its operations, enabling real-time visibility, integration, and scale across a national and international network.
- The structure of the Vivaverse, and how Viva’s transactional ecosystem, including Fling Pass, Flex Pass, Supp Society, digital signage, and vending contribute high-margin, scalable revenue beyond traditional memberships.
- A breakdown of Viva’s multi-brand, multi-modality strategy, detailing how brands like Club Lime, Plus Fitness, GROUNDUP, Rebalance, and hiit republic are deployed strategically, both corporately and through franchise or investment partnerships.
- A clear view of how Viva’s investments and acquisitions (such as Boutique Fitness Studios and World Gym Australia) align with its technology stack and monetisation roadmap.
- Most importantly, it explains how all the pieces fit together – from club operations and software to retail, payments, and expansion, to create a unified, self-sustaining ecosystem designed for long-term growth.

“This brand update is about alignment,” Mr Konstantinou said. “It aligns how we talk about the business with what we’ve already built. We’re proud to be an Australian company operating at global scale, and this marks a clear signal of where we’re heading next.”

The updated corporate branding and The Viva Story are available at: <https://www.vivaleisure.group>

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

About Viva Leisure Limited:

Viva Leisure Limited (ASX:VVA) is a vertically integrated health and fitness group operating one of the largest and most diverse networks of fitness, wellness, and technology assets in Australia. With a portfolio of more than 480 locations and over 600,000 members across Australia, New Zealand, and India, Viva Leisure delivers fitness experiences across multiple brands, modalities, and formats.

Through its proprietary technology platforms – including The Hub, Viva Pay, and Access Control – the company operates a scalable, data-driven ecosystem that powers both corporate-owned and franchised businesses. Viva Leisure also holds strategic investments in Boutique Fitness Studios and World Gym Australia, extending its reach into premium and boutique markets.

Viva Leisure's differentiated model combines physical infrastructure with digital innovation, enabling the company to offer memberships, access technology, products, and services through a growing range of platforms – including the recently launched Fling Pass and Supp Society.

The company is headquartered in Canberra and is the only ASX-listed operator in the Australian fitness sector.

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