

21 May 2024

### VIVA LEISURE COMPLETES ROLLOUT OF VIVA PAY ACROSS THE PLUS FITNESS NETWORK

**Empowering Fitness:** The Hub and Viva Pay Revolutionises Membership Management and Payment Processing.

**Viva Leisure Limited (ASX: VVA)** ("Viva Leisure" or "Viva") is very pleased to announce the successful launch of Viva Pay across the entire Plus Fitness network. This significant milestone marks a new era in membership management and payment processing for Viva's esteemed network of fitness clubs.

#### Key Highlights:

- **192 Locations Nationwide:** All Plus Fitness locations across Australia are now live on Viva's state-of-the-art "the Hub" membership management system.
- **Successful First Direct Debit:** The first direct debit was successfully processed last week for the entire network, marking a seamless transition to our innovative platform.
- **Projected TPV:** The Total Processing Volume (TPV<sup>1</sup>) per annum is expected to be approximately \$120 million.
- **EBITDA Contribution:** Viva Pay is anticipated to contribute over \$4 million EBITDA per annum moving forward.
- **Expansion into New Zealand:** Two additional locations in New Zealand will be on-boarded in the coming weeks.
- **Cost Savings for Franchisees:** Plus Fitness franchisees will also save on direct debit fees under Viva Pay compared to the previous provider, putting more money back into the franchise network.

Harry Konstantinou, CEO and Managing Director of Viva Leisure Limited, expressed his enthusiasm for this groundbreaking achievement:

*"This is a momentous occasion for Viva Leisure and the Plus Fitness network. The successful deployment of Viva Pay across all 192 locations underscores our commitment to innovation and excellence in providing superior membership management solutions. With an expected annual TPV of \$120 million and a substantial EBITDA contribution, Viva Pay is set to become a cornerstone of our business. We anticipate this division will more than double in size over the coming years, solidifying our position as a leader in the fitness industry."*

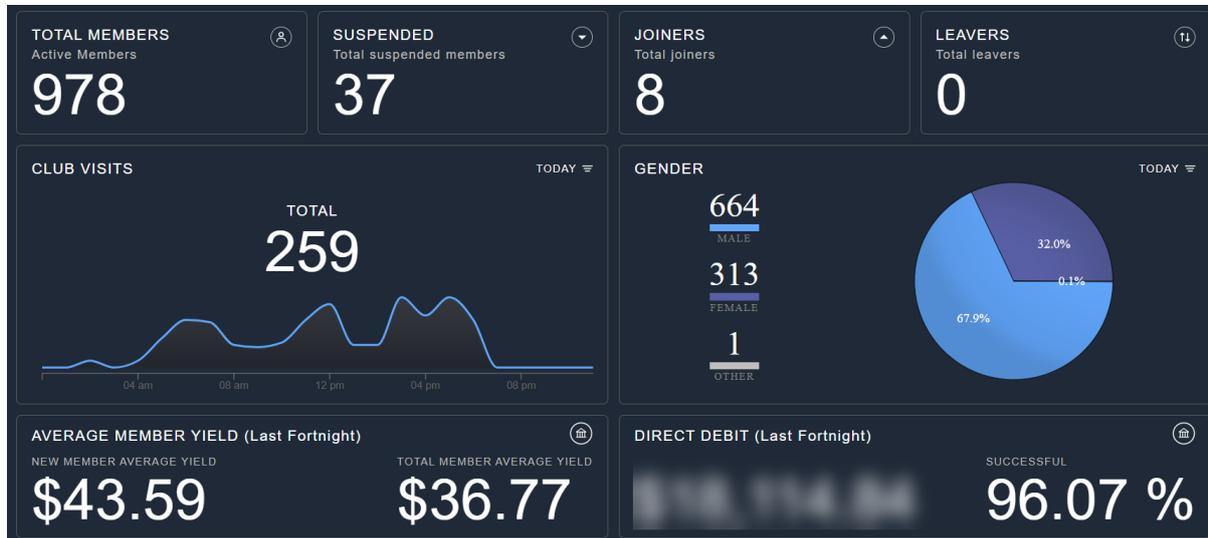
The launch of The Hub and Viva Pay also includes the deployment of Viva's bespoke door access hardware across the network, opening up additional opportunities. This includes the ability to launch Viva's "Flex" membership solution across the Plus Fitness network, enabling franchisees to sell casual entry to their facilities even when unstaffed. This innovative solution, first introduced by Viva several years ago, continues to set industry standards and enhances flexibility and convenience for members.

Viva Leisure Limited remains dedicated to enhancing the member experience through cutting-edge technology and streamlined processes. The successful implementation of Viva Pay is a testament to Viva's unwavering commitment to growth and excellence.

ENDS

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

<sup>1</sup> Total Processing Volume (TPV) represents the annualised volume of payments processed on behalf of third parties (ie: the franchise network) via the Viva Pay platform



The Hub: Club dashboard example

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**About Viva Leisure:**

Viva Leisure is the leading and fastest growing provider of health and fitness clubs across Australia. With a mission to connect more Australians to a healthier lifestyle, Viva operates a portfolio of brands across various fitness categories, offering premium, boutique, flexible, and affordable fitness options.

For further information, please visit:

- <https://www.vivaleisure.group/>
- <https://www.clublime.com.au/>
- <https://www.plus.fitness/>
- <https://groundup.studio/>
- <https://rebalance.studio/>
- <https://hiitrepublic.com.au/>