

## Viva Leisure achieves robust Q3 membership growth, increases annual revenue run rate to \$95 million and starts exploring additional fitness franchising opportunities.

15 April 2021

- Viva Leisure membership continues to swell, now over 120,000 for the first time
- 6,200+ net member growth for Q3-FY21
- Annual revenue run rate now exceeds \$95 million, March 2021 revenue exceeds \$8.1 million
- New Head of Franchising appointed to accelerate Plus Fitness roll-out and explore new fitness franchising opportunities
- 107 locations open, with 20 additional greenfield locations secured

Viva Leisure Limited (**Viva Leisure**) (ASX:VVA) wishes to update the market on its trading status following the completion of Q3-FY21.

### Viva Leisure membership continues to grow

Viva Leisure is pleased to announce it has completed Q3 with 120,300 direct members, and 177,551 Plus Fitness members. Previously reported membership was 117,000 and 172,364 on 25 February 2021. Membership suspensions have remained in line with Management expectations and are currently at 4,461, down from 4,700 in February.

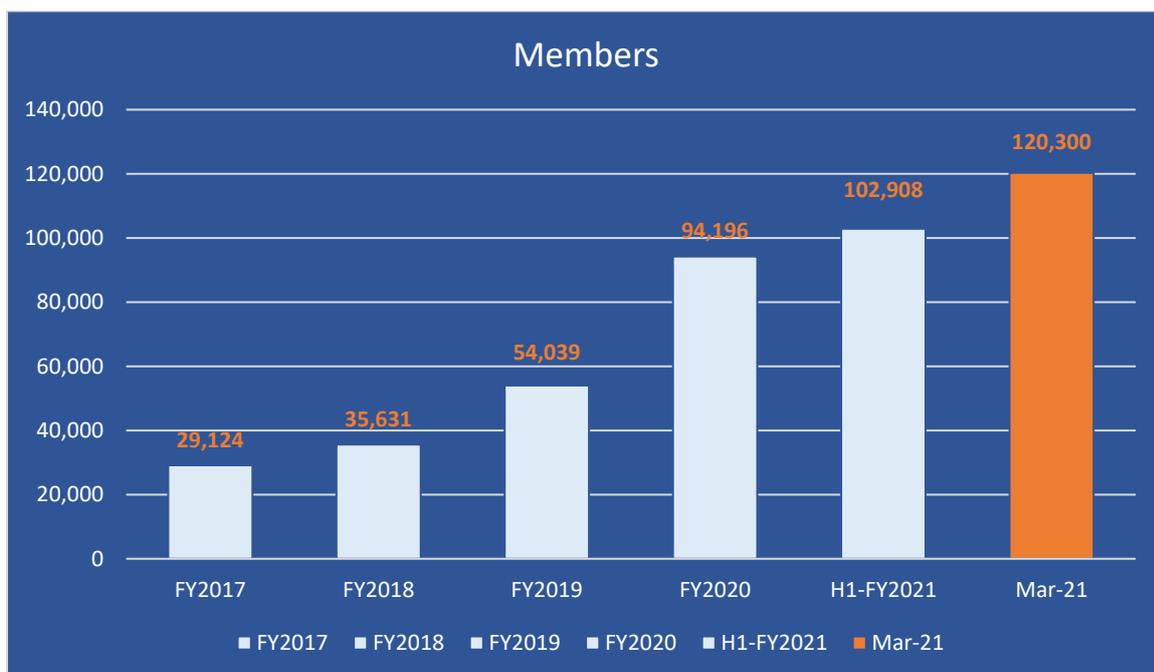
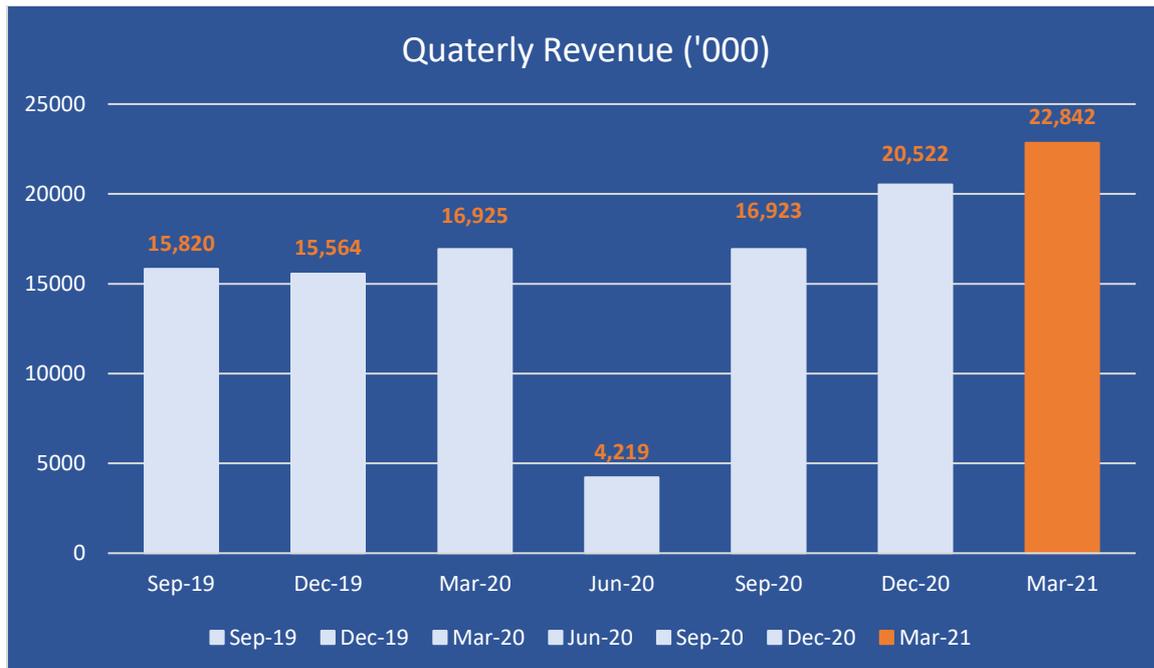


Table represents direct members, excluding the Plus Fitness franchised locations.

## Revenue Run Rate

Annual revenue run rate continues to increase and now exceeds \$95<sup>1</sup> million (previously reported \$90 million based on January 2021 run rate). March achieved revenue of \$8.1m, increasing from \$7.5m previously reported for January 2021.



## Appointment of new Head of Franchising

Viva Leisure has appointed Gordon Martin as Head of Franchising. The appointment is part of a master plan to rapidly expand the Plus Fitness network across Australia and overseas.

As the former General Manager of Anytime Fitness Australia, Gordon is well versed in the expansion and success of brands within the fitness industry. He will lead the team to continue to expand Plus Fitness, whilst at the same time exploring additional fitness franchising opportunities.

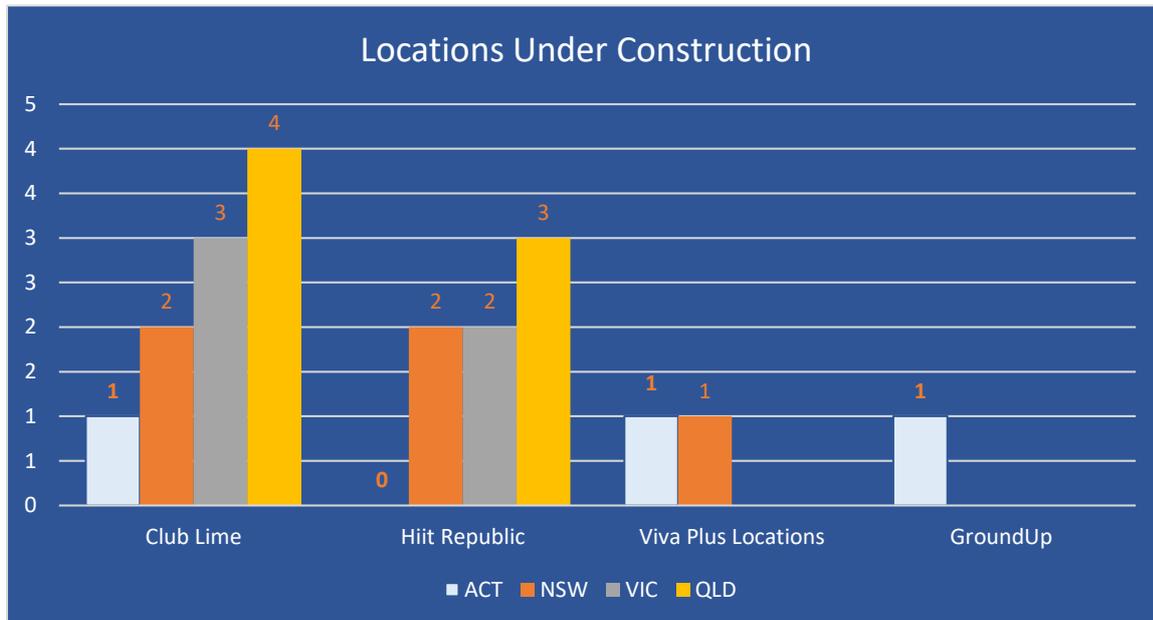
*“We’re thrilled to welcome Gordon Martin to Viva Leisure as our Head of Franchising,”* said Harry Konstantinou, Viva Leisure CEO and Managing Director.

*“Gordon brings a wealth of experience and industry knowledge, as well as a talent for strategic lateral thinking and a franchisee-first approach to brand growth. These qualities complement our growth strategy both domestically and overseas and will enable us to achieve our goal of becoming the fastest-growing Australian fitness franchise.”*

<sup>1</sup> Made up of approximately \$85 million of recurring membership revenue, and approximately \$10 million revenue from operations for Australian Fitness Management (Plus Fitness)

## Locations

Viva Leisure currently holds 107 operating corporate locations in the portfolio. All locations are open without restriction. A further 20 locations have been secured, the majority of which will open during FY2022.



ENDS

This announcement has been approved for release by the Board.

### For further information, please contact:

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### 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. The Company currently operates 107 health clubs within the Australian Capital Territory, New South Wales, Victoria, and Queensland, together with the master franchise for the Plus Fitness group of approximately 200 clubs.