

A black and white photograph of a woman in a gym setting, performing a kettlebell exercise. She is bent over, holding a kettlebell with both hands. The background shows other kettlebells on the floor. The BFT logo is overlaid in the center.

BFT

[BODYFITTRAINING.COM](http://BODYFITTRAINING.COM)

Different.  
**Better.**

**THIS IS:  
BODY FIT TRAINING**

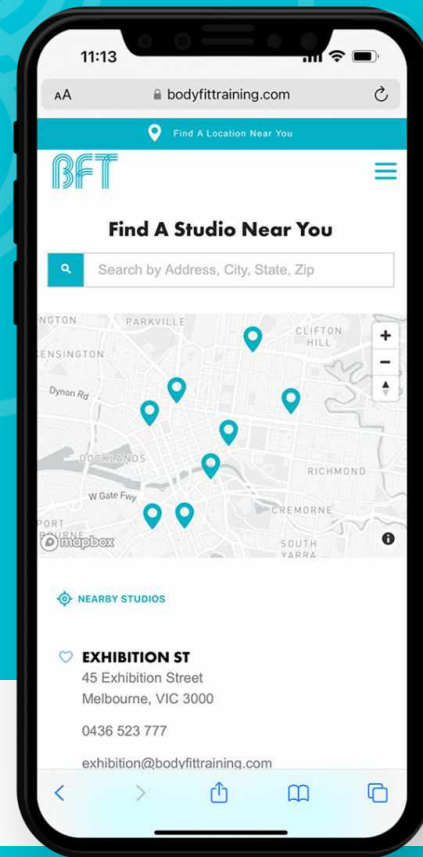


**BFT is Asia Pacific's hottest, most advanced group training methodology.**

We've incorporated scientifically proven training techniques aimed at reducing fat and creating lean muscle into a **variety of 50 minute sessions** that are overseen by accredited coaches in a dynamic group environment.

Since franchising in April 2018, we have seen our network grow across Australia and launch globally – with **over 450+** sold franchises around the world!

**2020 & 2021 APAC Franchise of the Year WINNER**

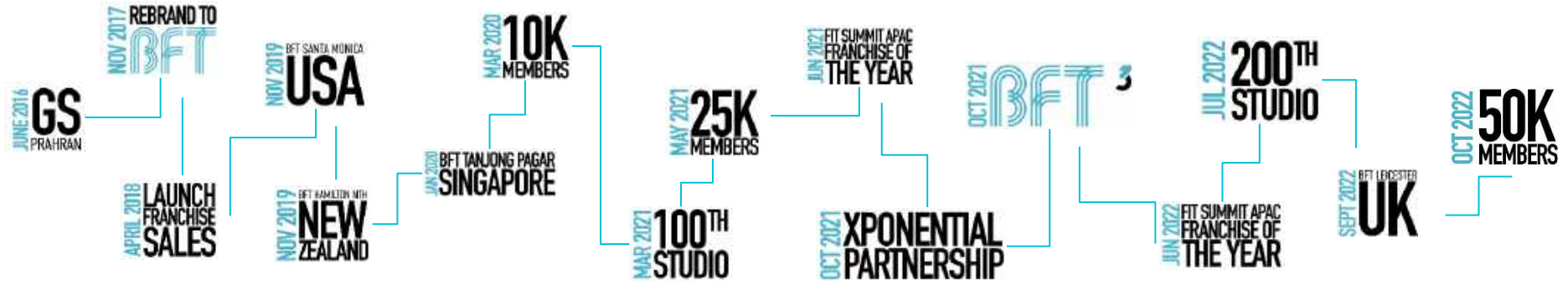


# WHAT DO WE DO?

- + **Progressive**, results driven group training
- + **13 different programs** ranging from cardio to strength
- + **Passport membership** = unlimited classes at any studio



# OUR HISTORY





**6**  
(200+ sold)  
USA

**1**  
(5 sold)  
UNITED KINGDOM

**24**  
(39 sold)  
SINGAPORE

**163**  
(237 sold)  
AUSTRALIA

**35**  
(58 sold)  
NEW ZEALAND



# WHERE ARE WE NOW?

- + **230+** Sites Open
- + **450+** Territories Sold
- + **Global expansion** including UK, Germany, Spain & SE Asia
- + Min **100 sites** to open in next 12 months
- + Over **50,000 members**
- + Average members on Day 1 for 2022 opens = **166**
- + Continuing to **Innovate & Differentiate**
- + Education Program & Bespoke Software



A group of people are working out in a gym. In the foreground, several people are using battle ropes, which are thick, black, and have "BFT" printed on them. They are in various positions, some standing and some lying on the floor. In the background, there are treadmills, a blue wall with a large "BFT" logo, and other gym equipment. The overall atmosphere is energetic and focused.

**DIFFERENT. BETTER.**  
**WHY?**



# A PHILOSOPHY OF TRUE MUTUAL SUCCESS

## FAIRNESS

- + Contract
- + Territories
- + Set up each owner for success

## INNOVATION

- + Technology
- + Programming
- + Systems & Processes





DIFFERENT. BETTER.  
HOW?





# PROGRESSIVE TRAINING

- + **Results-driven programs** via progressive training: 8 week blocks
- + Elite training principles modified for the everyday person
- + Each week members will move through progressions of each program to ensure our members are seeing improvements each week

# COACHES WHO COACH

- + **Highly qualified coaches** to progress or regress workouts and personalise experience to all fitness levels
- + Coach lead, screen assisted
- + Minimum requirement of Cert 4 to be a “Head Trainer”
- + 1:12 ratio required within a BFT class - ensuring members receive the highest level of service and coaching in the market!
- + BFT Education





## A WORLD FIRST IN GROUP TRAINING TECHNOLOGY

- + **Bespoke Heart Rate technology: BFT<sup>3</sup>**
- + Customised with all BFT programs
- + In studio rewards - according to prescribed HR zones per session
- + Allows for better coaching & business insights via Dashboard - retention, communicating
- + Community focused through shareable results
- + Additional "BFT Metrics" to allow members to track their 5RM and ensure they are lifting the correct load per each program



# ACCESS ANY STUDIO MEMBERSHIP

- + BFT members have the ability to train at ANY BFT studio globally
- + One of the things our members say they love the most about training at BFT
- + Every 3 months “membership sweep”: 70% or more = membership is transferred to the new studio





# BFT STUDIOS



- + MINIMUM 180sqm2 of PURE workout space (this doesn't include bathrooms, showers, reception)
- + Workout space should be anywhere from 180-280sqm2 (can go larger but this is your sweet spot)
- + TOTAL SPACE 220sqm2 MIN

- + Minimum 2 showers, 2 toilets
- + Rectangle shaped
- + Ceiling MIN 2.9m high, ideally 3.1m+



# FINANCIALS

- + **Franchise Fee:** €40,000 + vat
- + **Equipment Pack:** €72,000 + vat (finance options available)
- + **Rental Deposit:** Typically 3 months of annual rent
- + **Tech Pack:** €8,000 +vat
- + **Other Costs\*:** €30,000 - €70,000 + vat

Forecasted opening number of **110 Members** on day one (under our average opening number to be conservative)

**Expected ROI on Initial Investment:** 18 months based on opening

\*Will vary according to investment required for the space e.g. construction of showers/toilets.

A large group of approximately 30 fitness instructors, both men and women, are posing for a group photo in a gym. They are arranged in several rows, with some standing in the back and others kneeling or lying on the floor in the front. Many of the instructors are wearing black or dark-colored athletic wear with the 'BFT' logo. In the background, there is a large screen displaying various statistics and a 'BFT' logo. The gym floor is dark, and there are several dumbbells scattered on the floor in the foreground. The overall atmosphere is energetic and professional.

**THE FUTURE OF BFT.**

# NEXT STEPS FOR BFT







**BODYFITTRAINING.COM**

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