



GET TO A  
HEALTHIER PLACE.™

More than 3,000 Gyms and 3 million members!





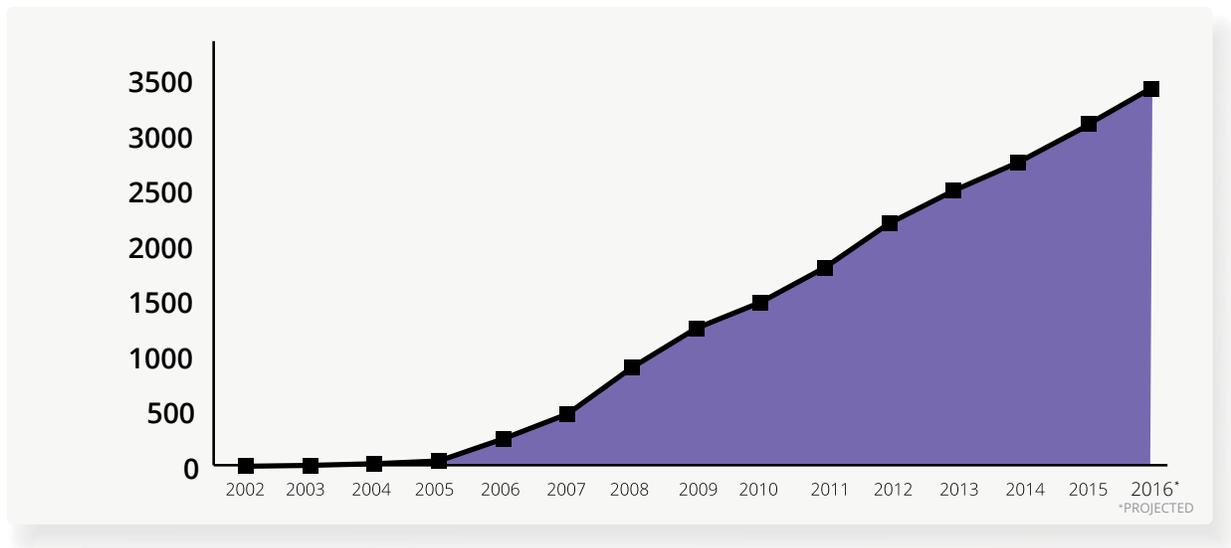
# OVERVIEW

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## FAST FACTS

- Founded in 2002
- The first gym opened May 30, 2002 in Cambridge, MN
- More than 3,000 gyms are now open in 50 states and nearly 30 countries
- The worlds “fastest-growing fitness club” and “largest co-ed fitness franchise”
- An average of 300 new gyms each year for the past eight years

## ACTIVE LOCATIONS



Get to a Healthier Place | [VIDEO](#)



# RANKED #1

## HISTORIC ACHIEVEMENT

We are proud to announce that Anytime Fitness has been ranked the #1 Top Global Franchise by Entrepreneur magazine. For the fifth year in a row, Entrepreneur also ranked Anytime Fitness #1 in the Fitness Franchise category on the magazine's Franchise 500® list.



According to Entrepreneur, the most important factors for inclusion on its Top Global Franchise list are:

- Financial Strength and Stability
- Growth Rate
- Size of the Franchise System
- Franchise 500® Ranking
- International Size and Growth

A special message from our co-founders, staff, and franchisees | [VIDEO](#)  
Entrepreneur 2015 Top Global Rankings | [LINK](#)





# ACCOLADES

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## HONORS

#1 Top Global Franchise | [LINK](#)

One of "The best franchises to buy in 2015" | [LINK](#)

One of "10 Great Franchise Bets" | [LINK](#)

One of "America's Most Promising Companies" | [LINK](#)

#1 Best Company to Work for in Minnesota | [LINK](#)

**Entrepreneur**

**Forbes**

**CNNMoney**

**Forbes**

**minnesota  
BUSINESS**

## HEADLINES

10 Promising Franchises for Ambitious Entrepreneurs | [LINK](#)

Meet the World's Fastest-Growing Fitness Club Chain | [LINK](#)

Anytime Fitness Looks Past Body Image In National Campaign | [LINK](#)

Minnesotan to Meet: Chuck Runyon, CEO of Anytime Fitness | [LINK](#)

The Netflix of Gyms? Why Anytime Fitness Thinks the Future of Gyms is Online | [LINK](#)

Anytime Fitness: Beyond ROI | [LINK](#)

Brand Loyalty: Why More Than 2,000 People Have Anytime Fitness Tattoos | [LINK](#)

Anytime Fitness Grows into a Global Franchise | [LINK](#)

Anytime Fitness CEO Chuck Runyon's 4 rules for Tattoo-Level Loyalty | [LINK](#)



## HELPING REAL PEOPLE LIVE HEALTHIER LIVES

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### FRIENDLY

For many people, joining a gym can be an intimidating experience. At Anytime Fitness, each gym is small enough to provide our members with individualized attention. We take the time to help new members become familiar with all of the equipment, programs, and classes that our gyms offer. Personal trainers are available to provide support, guidance, and motivation. Simplicity underscores everything we do.

### CONVENIENT

Open 24 hours a day and 365 days a year, Anytime Fitness gyms are “always open.” And, best of all, when you join one Anytime Fitness gym, you can use any of more than 3,000 gyms worldwide at no extra charge. At most Anytime Fitness gyms, Wellbeats™ virtual projection systems allow members to choose from hundreds of free classes, day or night, whenever they like. Find the nearest Anytime Fitness [ONLINE](#) today. What could be more convenient than that?

### RESULTS ORIENTED

Most people join a gym with a goal of losing weight. But that’s not true for everyone. Many Anytime Fitness members want to get stronger, improve their balance, tone their bodies and/or increase their flexibility. Whatever your goals, we’ll help you achieve them. At most Anytime Fitness gyms, new members receive a free fitness consultation and a personalized “Get Started” plan. Great coaching and support is what differentiates Anytime Fitness from other health clubs. We truly care about our members as individuals – a difference you’ll notice the first time you walk through our doors.



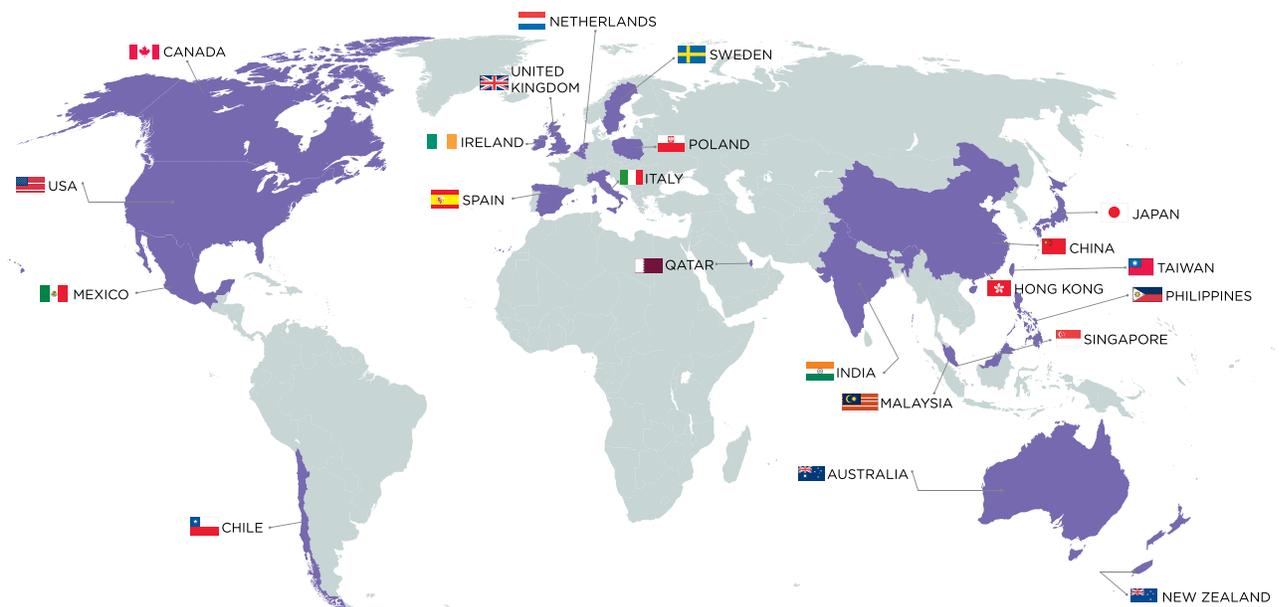
# GLOBAL BUSINESS MODEL

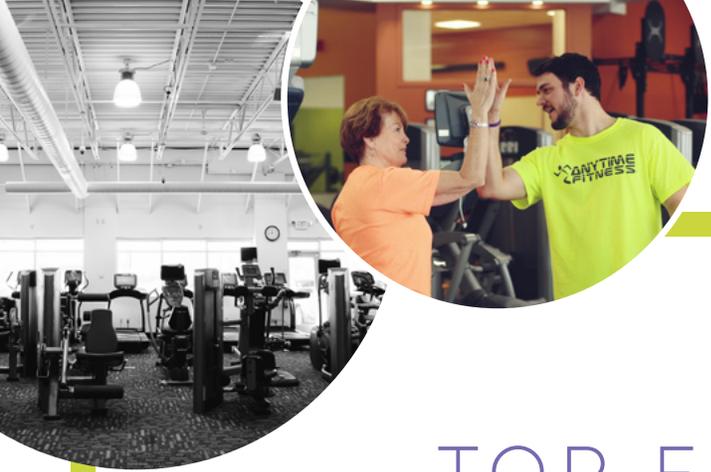
## INTERNATIONAL ASPIRATIONS

Currently, about 70% of all Anytime Fitness gyms are located in the United States. Five years from now, we anticipate that figure to be closer to 50% – approximately 4,000 clubs in the U.S. and another 4,000 Anytime Fitness gyms elsewhere around the globe.

When members join one club, they have access to them all – including locations in Canada, Mexico, Australia, New Zealand, England, Scotland, Ireland, Wales, the Netherlands, Belgium, Poland, Qatar, Grand Cayman, India, Chile, Spain, Japan, Singapore, Hong Kong, China, Taiwan, Malaysia, the Philippines, Sweden and Italy.

Anytime Fitness: A Worldwide Model of Excellence | [LINK](#)





# TOP FRANCHISE OPPORTUNITY

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## **A THRIVING CONCEPT**

Anytime Fitness offers entrepreneurs a convenient and affordable recurring-revenue business model, even in tough economic times. Franchisees enjoy the luxury of being their own boss, and are given the resources and support needed to achieve a healthy work/life balance.

## **IMPROVING THE LIVES OF OTHERS**

Anytime Fitness is the perfect fit for entrepreneurs seeking the opportunity to run a business that has the potential to make a profound difference in people's lives.

## **LOW LABOR COSTS**

Franchisees benefit from a turn-key system that minimizes payroll costs while maximizing security and enjoyment for club members. State-of-the-art integrated billing and security systems allow our gyms to run smoothly and worry-free, even during non-staffed hours. Payroll typically comprises only 10% of the operating costs, compared to the 45% payroll costs of other franchising ventures.

## **HELPING REAL PEOPLE OVERCOME THE BARRIERS TO BUSINESS OWNERSHIP**

Anytime Fitness owners don't have to worry about things like polluted pools, messy locker rooms, or day care disasters. Instead, they focus on creating the optimal experience for members. With Anytime Fitness, there's no need to reinvent the wheel – our comprehensive support systems are in place to help franchisees succeed, some of which include: a network of loyal preferred vendors who supply owners with quality products at the best prices, franchise consultants who offer strategic guidance and advice for every level of growth, and corporate staff members who provide year-round training with regional workshops, advanced managerial sessions, and online support tools.



## SUCCESS STORIES

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### **SANDY SIMMERS**

The first time Sandy went on a diet, she was just six years old. “I’ve always been heavy, never healthy,” Sandy said. She dreamed of having a child, but didn’t think she was fit to be a mother because she was too heavy and taking antidepressants. When Sandy found the supportive staff at Anytime Fitness in Hermitage, PA, she began running 150 miles a month – both inside and outside – even while pregnant. She quit taking meds, lost 100 pounds, and recently gave birth to Miles – her healthy baby boy.

[VIDEO](#)

### **ROY DAVIS**

After suffering a serious illness that left him without legs or fingertips, Roy was turned away from several gyms because staff members didn’t think they could help. At Anytime Fitness in West Carrollton, OH, Roy found compassionate trainers and staff who found creative ways to help Roy rebuild his strength and get the most out of life. Together, they recently participated in two “mud-runs” that you must see to believe.

[VIDEO](#)



## SUCCESS STORIES

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### **DANIELL NIELSEN**

As the mother of five children, Daniell's life was completely turned upside down when her husband – a police officer – was killed in the line of duty. While still grieving, Daniell realized she needed to be strong for her kids – and she found that strength at Anytime Fitness in Destrehan, LA. “I knew that she had lost her place and we had the team here to help her heal,” said club co-owner Michelle Oubre. “I wanted her to know that she was loved here,” added co-owner Jennifer Perkins. “We’re here to help, whatever she needs.”

[VIDEO](#)

### **MADDIE AUGUSTIN**

More than 350,000 people worldwide suffer from serious depression. As a young teenager, Maddie Augustin says she felt “worthless and hopeless.” Instead of medication, Maddie's mother asked her to try 30 days of regular exercise at Anytime Fitness in New Ulm, MN. In no time at all, Maddie got physically stronger and both her mood and self-esteem improved dramatically. She's now thriving in college as a student and an elite athlete.

[VIDEO](#)



# EXECUTIVE OVERVIEW

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## **CHUCK RUNYON | CEO & CO-FOUNDER**

For his “unprecedented and unique contributions to the fitness industry,” Chuck Runyon was honored as the “John McCarthy Industry Visionary of the Year” (2009) by the International Health, Racquet, and Sportsclub Association (IHRSA).

More recently, Runyon was honored by Chief Executive magazine with its inaugural “Leadership” award for his commitment to investing in people and relationships. Specifically noted were Runyon’s efforts to help his employees become not merely more productive workers, but better people. Central to his leadership philosophy is the concept of “ROEI” – the return on emotional investment – which is characterized by an emphasis on people, profits, purpose, and play.

In January 2012, Runyon challenged the national discourse on obesity with a bold new message conveyed in the title of his first book “Working Out Sucks!” His “get real” approach to getting healthy struck a nerve with his industry peers and the public at large. Recognized as an expert on eliminating the barriers to healthy lifestyles, Runyon is frequently asked to speak or comment on issues related to the claim that health is a top priority, while typically less than 1% of people spend time exercising.

Under Runyon’s leadership, Anytime Fitness has earned numerous industry accolades, including “One of America’s Most Promising Companies,” “Top Global Franchise” and “Fastest-Growing Fitness Club.” Additionally, Anytime Fitness has been honored as a “Military Friendly Franchise,” a “Top Franchise for Minorities” and “The Best Place to Work in Minnesota” three years in a row.



## EXECUTIVE OVERVIEW

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### **DAVE MORTENSEN | PRESIDENT & CO-FOUNDER**

Dave Mortensen feels right at home in the Anytime Fitness corporate office, having been raised less than five miles from the Hastings, MN headquarters of the world's largest and fastest-growing co-ed fitness club chain.

With more than 20 years of experience managing, consulting, owning, and franchising health clubs, Mortensen has distinguished himself as a leading authority in the field of fitness. Mortensen revolutionized the fitness industry when he and Chuck Runyon co-founded Anytime Fitness – an alternative to big-box gyms. In contrast, Mortensen and Runyon designed smaller, neighborhood gyms featuring the things members want most: convenience, affordability, quality equipment, and surprisingly personable service in friendly, non-intimidating facilities.

The first Anytime Fitness – in Cambridge, MN – opened in May of 2002. In the decade since, Anytime Fitness has quickly become an international powerhouse with nearly 3,000 gyms located in all 50 states and 20 countries on five continents, serving nearly 2-million members. Mortensen plays a key role in the ongoing development of Anytime Fitness' presence in numerous countries in Asia.

Under Mortensen's leadership, Anytime Fitness has earned numerous industry accolades, including the #1 ranking on Entrepreneur magazine's prestigious "Franchise 500" list for 2014.

# FRANCHISEE SPOTLIGHT

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## **KARMEN SMITH NENAхло**

Pursuing her personal passion, Karmen left a desk job at an investment banking firm in Minneapolis at age 24 to open an Anytime Fitness franchise. What she lacked in industry experience Karmen made up for in hard work and business acumen. In just three years, she grew her operation from one location to 10 highly-successful gyms across eastern Wisconsin. In 2009, Karmen was honored as the Anytime Fitness “Club Operator of the year.”



## **JOHN SPENCE**

John wasn't exactly sure what he wanted to do, but he was tired of working for a big corporation with ridiculous policies. When one of his friends suggested the freedom and flexibility associated with Anytime Fitness, John jumped at the opportunity – and he's now the proud owner of 11 gyms. “I'm an entrepreneur at heart,” John says. “Anytime Fitness allows me to set the tone regarding how we do things in my clubs. The corporate staff gives me plenty of support when I need it, but I get to run the show.”



## **ANDY GUNDLACH**

“One of the things I love most about being a franchisee, and what separates Anytime Fitness from other franchises, is the healthy lifestyle we promote,” said Andy Gundlach, the owner of 22 Anytime Fitness gyms and a member of the company's Franchise Advisory Council. “We are surrounded by people day-in-and-day-out who are here for one reason: to better their own health and the health of others. Many careers and franchise systems make it more difficult to live a healthy life style, surrounded by food or stuck behind a computer. I am not only in the best financial shape of my life, but I am also in the best physical shape of my life.” Andy was honored as the Anytime Fitness “Club Operator of the Year” two consecutive years: 2011 and 2012.



MARK DALY } NATIONAL MEDIA DIRECTOR

800-704-5004 | [MARK.DALY@ANYTIMEFITNESS.COM](mailto:MARK.DALY@ANYTIMEFITNESS.COM)



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