

## **Viva Leisure completes acquisition of Australian Fitness Management (Plus Fitness Master Franchisor).**

24 August 2020

### **Acquisition of Australian Fitness Management**

Viva Leisure Limited (“Viva Leisure” or “the Company”), a leading technology-focused Australian health club owner, is pleased to announce it has, effective 21 August 2020, completed the acquisition of Australian Fitness Management Pty Limited (AFM), the Master Franchisor of the Plus Fitness brand of health clubs.

The completion of the acquisition ahead of schedule will provide Viva Leisure with the opportunity to commence its integration of the business and its back-office systems into the Viva Leisure ecosystem and management systems.

Viva Leisure’s CEO and Managing Director, Harry Konstantinou said:

*“We are pleased to have completed the acquisition of Australian Fitness Management within 30 days of announcing the transaction. We look forward to welcoming the AFM team and the extended Plus Fitness franchisee and member network to Viva Leisure. The transaction will significantly expand Viva Leisure’s market reach and penetration throughout Australia whilst also providing additional opportunities in New Zealand.”*

With the acquisition now complete, Viva Leisure advises it has 82 operating locations, with a further eight locations currently in build and expected to open shortly. The extended membership network, including Plus Fitness franchisee members extends to over 275,000 members.

### **New Zealand**

As part of the acquisition of AFM, Viva Leisure is in the process of finalising the establishment of a New Zealand presence to manage the existing franchisee relationships, grow the franchisee network with the sale of additional territories, and establish company owned locations, under the Plus Fitness and other Viva Leisure brands in the future.

ENDS

This announcement has been authorised for release to ASX by the Board of Directors of the Company.

### **For further information, please contact:**

Harry Konstantinou, CEO and Managing Director, +61 2 6163 8011  
[investor.relations@vivaleisure.com.au](mailto:investor.relations@vivaleisure.com.au)

## **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 within the Australian Capital Territory, New South Wales, Victoria and Queensland, with the majority operating under the Club Lime brand.