

6 November 2024

VIVA LEISURE LIMITED CEO TO PRESENT AT MORGANS EMERGING LEADERS CONFERENCE

Viva Leisure Limited (ASX: VVA) (“Viva Leisure” or “the Company”), is pleased to announce that Harry Konstantinou, CEO and Managing Director will be presenting at the Morgans *Emerging Leaders Afternoon* Conference today in Melbourne.

A copy of the presentation is attached to this announcement.

ENDS

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

For further information, please contact:

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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/>

THE VIVA STORY



EMERGING
LEADERS
AFTERNOON
PRESENTATION

6 NOVEMBER 2024



VIVA
LEISURE

WHO IS VIVA LEISURE?

A multi-dimensional fitness business that uniquely operates in all segments of the fitness market.

PLUS
FITNESS

rebalance

hiit
republic

GROUNDUP

ZOO FITNESS 24/7

SUPP
SOCIETY

CLUB
LIME
24/7 GYM

VIVALABS
LEISURE

VIVA pay

BOUTIQUE FITNESS STUDIOS¹

STRETCH
LAB

RUMBLE

CLUB PILATES®

CYCLEBAR

¹VIVA HOLDS A 34% OWNERSHIP IN BOUTIQUE FITNESS STUDIOS

WHO IS VIVA LEISURE?

More than just a gym group



400k
members
Average Age 31



400+
Corporate &
Franchised
Locations



7.8 million
member visits
Q1-FY2025



**Franchise
Network**
(Australia, New
Zealand and India)



**Payments &
Technology
Platform**

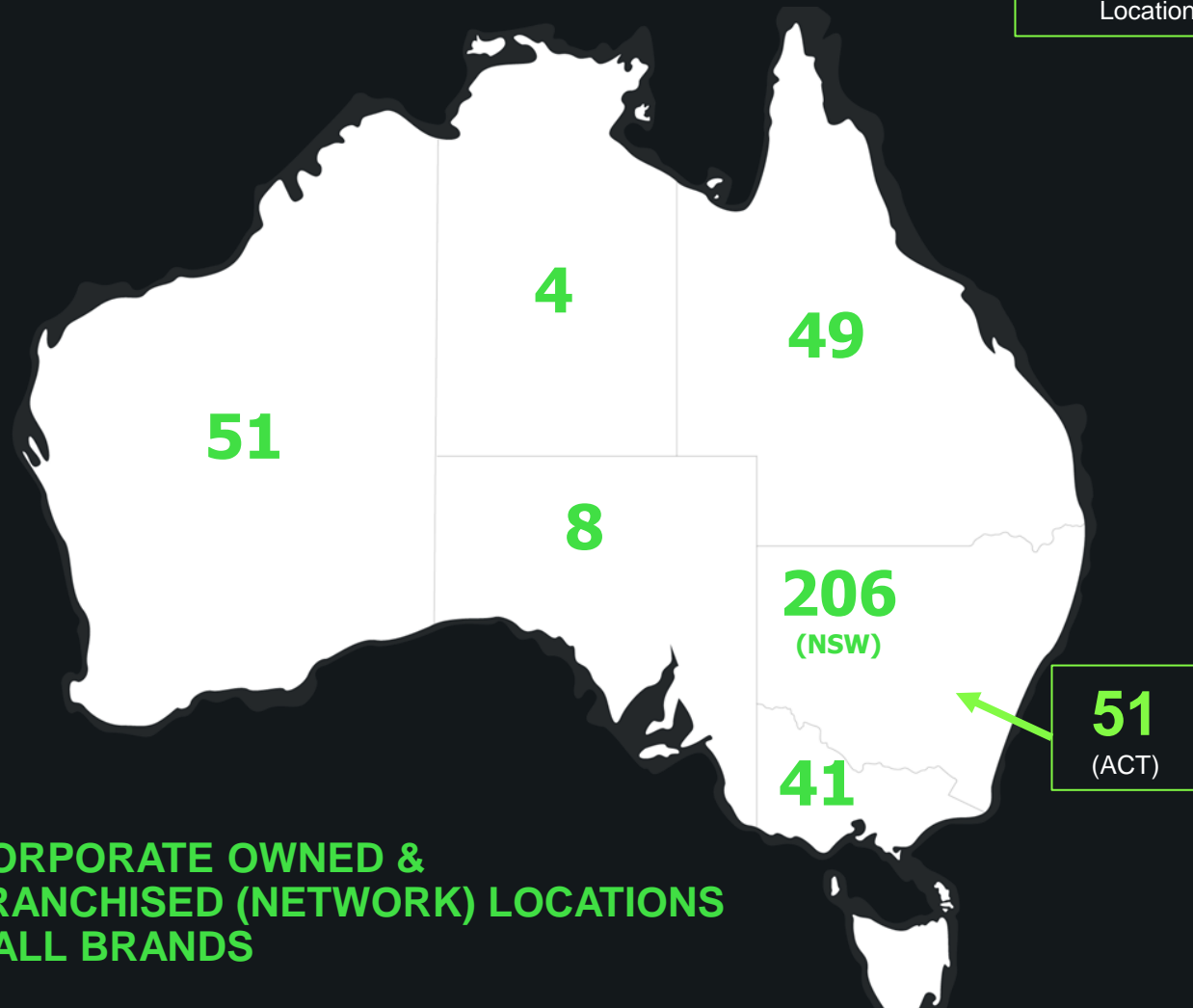
COVERING AUSTRALIA

THE VIVA NETWORK

VIVALEISURE

410

Corporate & Network Locations



CORPORATE OWNED & FRANCHISED (NETWORK) LOCATIONS – ALL BRANDS

State	Viva Corporate ¹	Plus Fitness Franchisees ²	BFS Franchisees ³	Total
ACT	50	-	1	51
NSW	53	129	24	206
VIC	31	7	3	41
QLD	32	6	11	49
NT	4	-	-	4
SA	-	5	3	8
WA	22	17	12	51
Total	192	164	54	410

As at 5 November 2024

¹ Viva Corporate includes 32 Corporate owned Plus Fitness locations

² Plus Fitness Franchisees includes only third-party Franchisees.

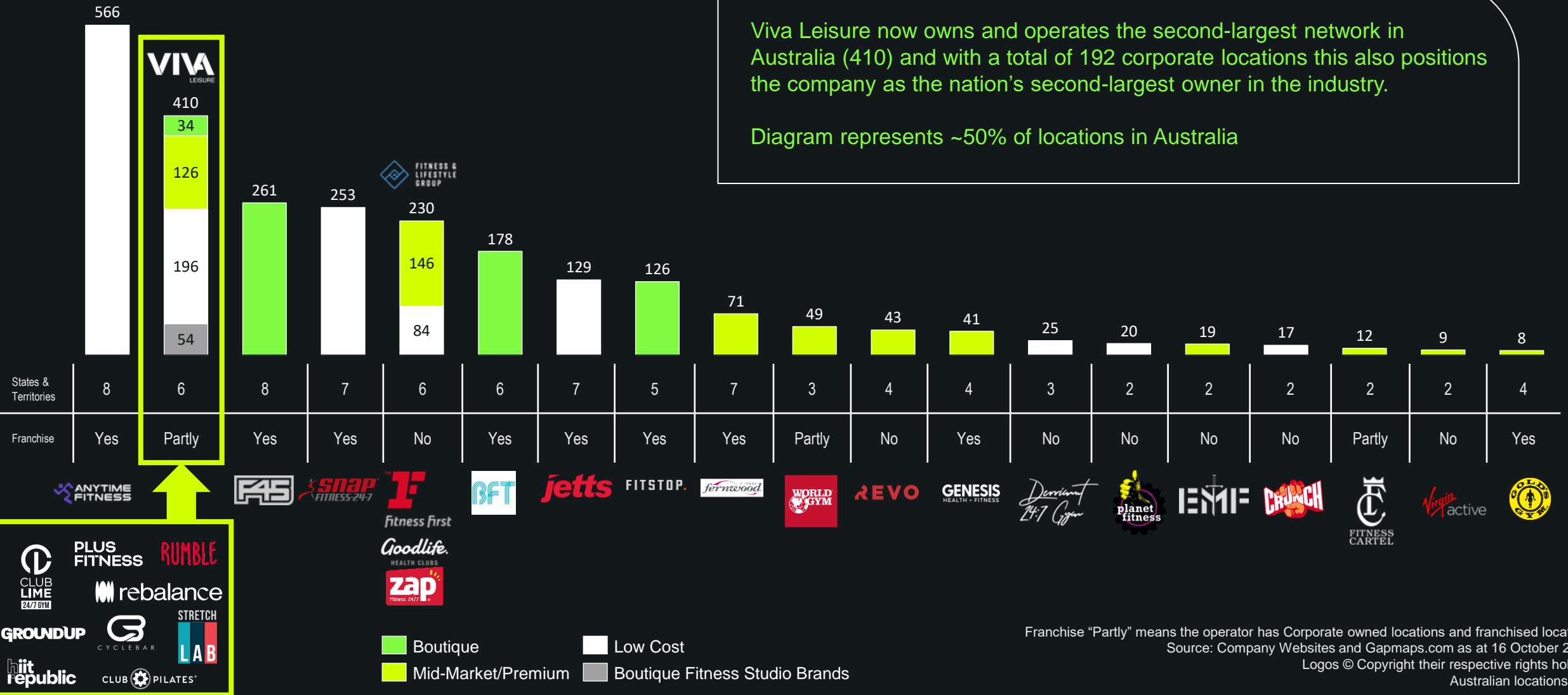
³ Viva is the largest shareholder with 34% ownership in Boutique Fitness Studios

COMPETITIVE LANDSCAPE

SIGNIFICANT OPERATOR IN THE MARKET

Viva Leisure now owns and operates the second-largest network in Australia (410) and with a total of 192 corporate locations this also positions the company as the nation's second-largest owner in the industry.

Diagram represents ~50% of locations in Australia





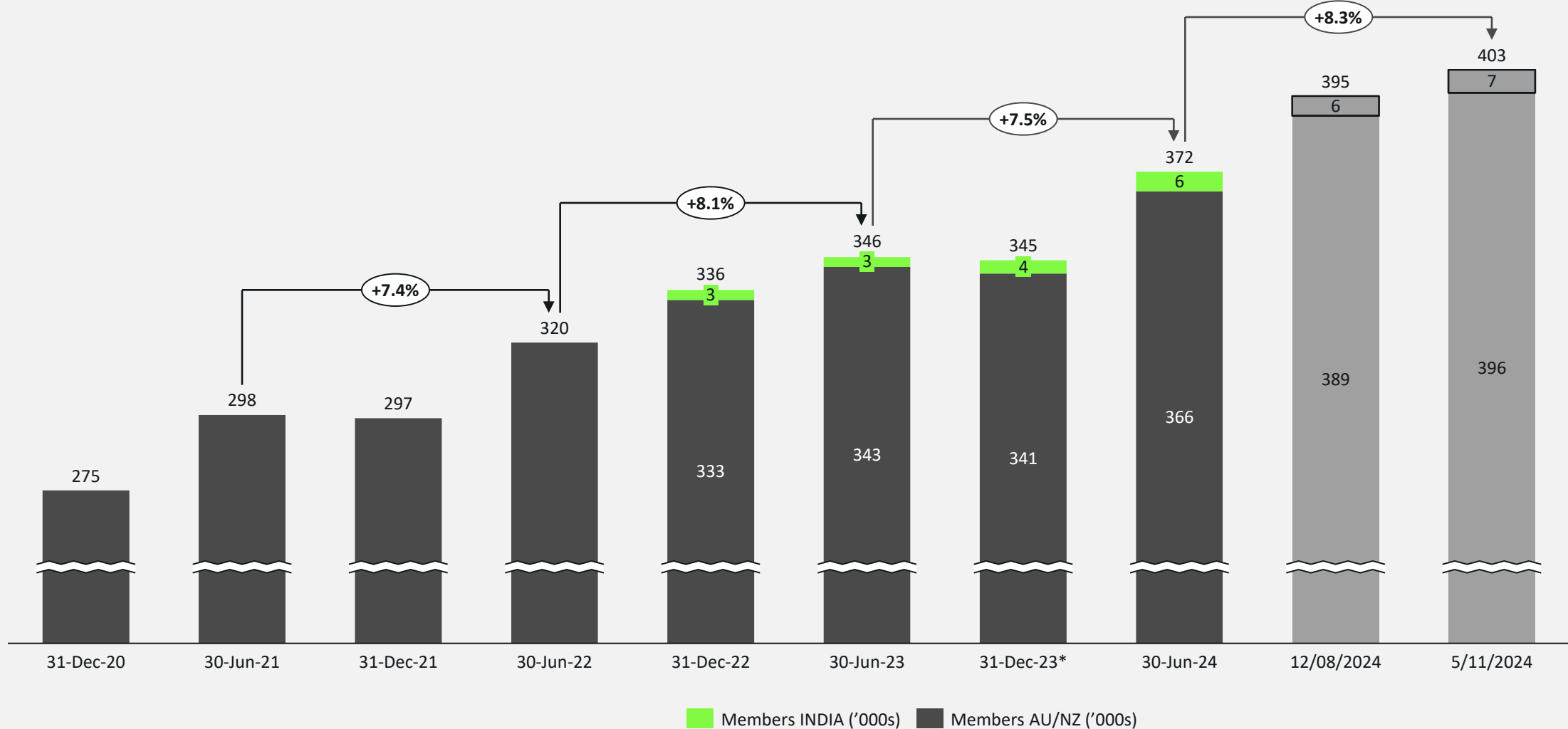
VIVA IS A **LIFESTYLE
BUSINESS**

CONSUMER
DISCRETIONARY

MEMBER BASE CONTINUES TO GROW

VIVALEISURE

INCLUDES CORPORATE & PLUS FITNES FRANCHISE NETWORK MEMBERS
(EXCLUDES BOUTIQUE FITNESS STUDIOS MEMBERS)

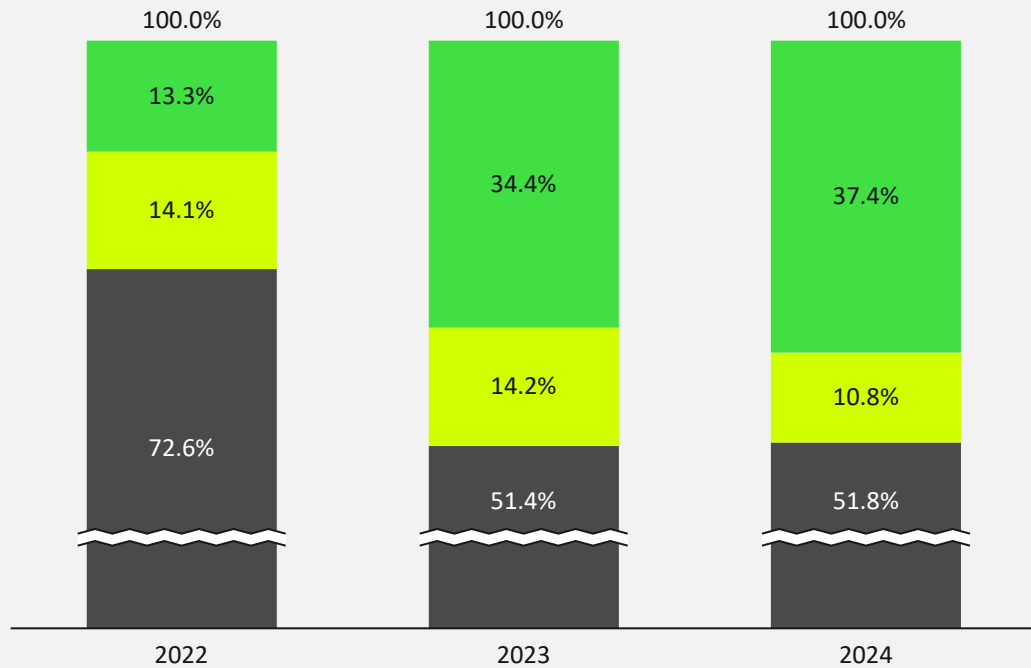


* 15,000 Fitness Passport members removed due to Viva's request to withdraw from program during FY2024

MEMBER GROWTH

WHERE OUR MEMBER GROWTH COMES FROM?

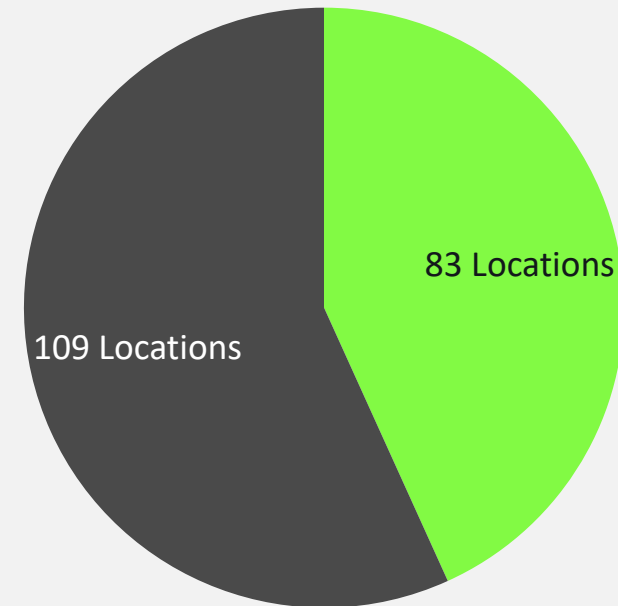
Source of New Members



Organic (Existing) Organic (Greenfield) Non-Organic (Acquired)

Greenfield and Acquired Locations

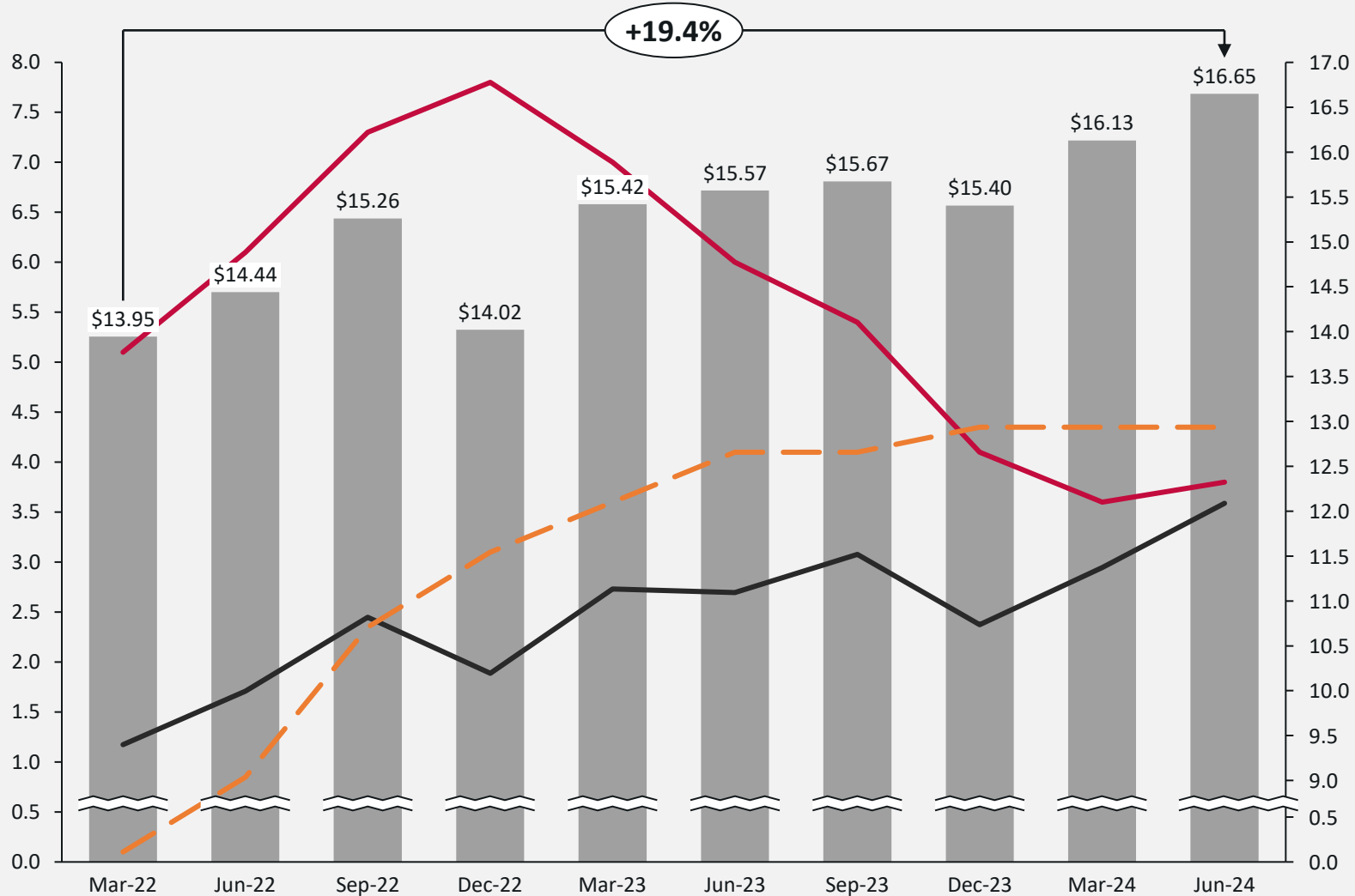
192 Corporate Locations as of 5 November 2024



Greenfield Acquired

ARPM, UTILISATION, INFLATION & INTEREST RATES

THE ROBUST FITNESS INDUSTRY



Highlights

- Utilisation (members in each club) increased over the quarters from 67.4% to 72.6%
- ARPM (Average Revenue Per Member) per week increased 15.7% from \$13.95 to \$16.65 showing the resilience of membership and the demand
- Inflation increased from 5.1% (Mar 2022) to a peak of 7.8% (Dec 2022), back to 3.8% (June 2024)
- Interest Rates increase from 0.1% (Mar 2022) to their current peak of 4.35% (June 2024)

NAB CONSUMER SENTIMENT SURVEY

Q3 2024 REPORT: PUBLISHED 18 OCTOBER 2024

Changes made to spending due to cost of living pressures: age, gender, high/low income

	All	18-29	30-49	50-64	65+	Men	Women	Lower Income	Higher Income
Eating out at restaurants	53%	50%	59%	55%	43%	47%	59%	54%	54%
Buying micro treats (coffee, snacks, etc.)	48%	45%	53%	52%	38%	43%	53%	53%	48%
Entertainment (cinema, theatre, etc.)	45%	42%	54%	47%	32%	39%	51%	47%	47%
Car journeys to save on petrol	42%	37%	43%	47%	42%	38%	46%	49%	37%
Delayed/made more modest holiday plans	38%	34%	44%	39%	31%	34%	42%	39%	39%
Charitable giving	36%	26%	40%	43%	34%	31%	41%	45%	35%
Food delivery services (Uber Eats, etc.)	36%	46%	46%	31%	14%	32%	40%	36%	40%
Major household purchase (TV, dryer, etc.)	34%	29%	40%	36%	25%	29%	38%	38%	34%
Streaming services (Foxtel, Netflix, etc.)	30%	38%	37%	29%	14%	29%	32%	33%	34%
Other subscriptions (magazines, apps, etc.)	27%	30%	35%	25%	13%	25%	29%	25%	31%
Food/groceries	25%	30%	29%	25%	15%	22%	29%	37%	22%
Gym, sports or clubs membership	21%	26%	29%	17%	9%	20%	23%	22%	23%
Insurances (private health, home, car)	21%	21%	26%	20%	14%	19%	23%	23%	20%
Home services (gardening, cleaning, etc.)	21%	22%	26%	20%	12%	18%	23%	23%	22%
Spending on pets	16%	17%	23%	14%	6%	14%	18%	15%	18%
Children's activities (sport, dance, etc.)	12%	14%	20%	7%	1%	12%	13%	10%	13%
Private school fees/private tutors	8%	12%	12%	6%	1%	9%	8%	7%	9%

Highlights

- Gyms, Sports or Club Memberships rank well down the list for changes made to spending due to cost of living pressures
- The results remain consistent quarter on quarter
- Source: <https://business.nab.com.au/nab-consumer-sentiment-survey-q3-2024/>

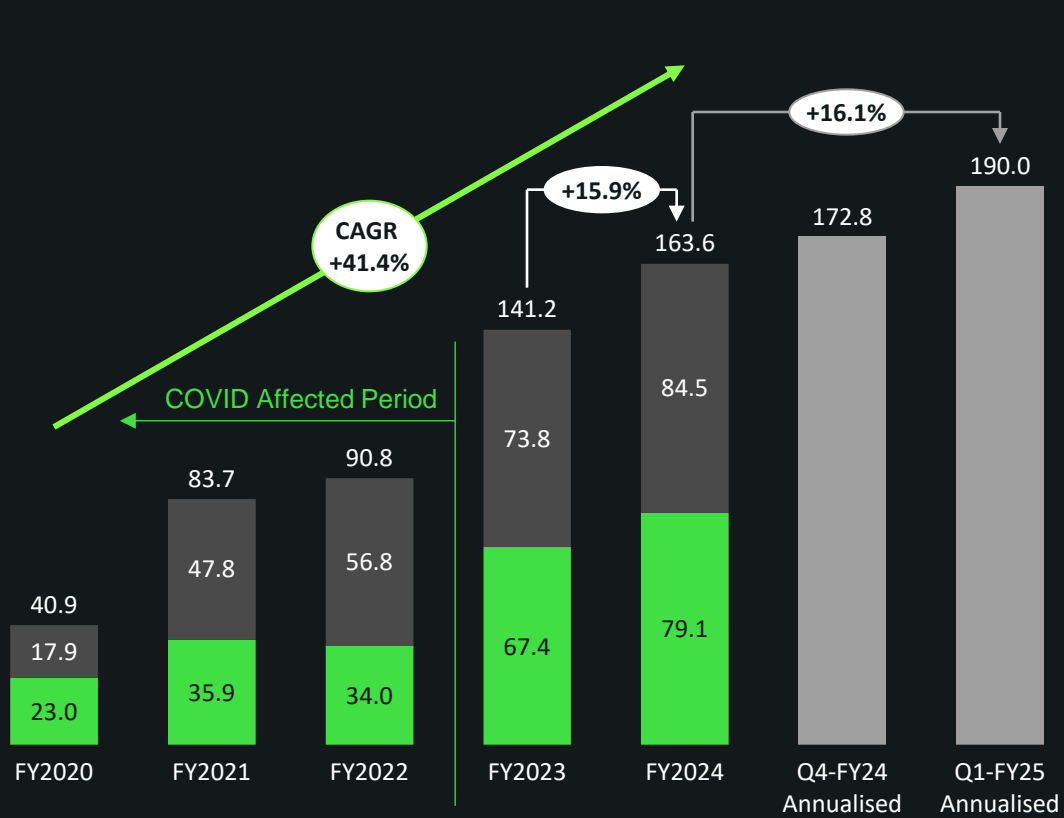
**YOUR HEALTH
IS NOT
DISCRETIONARY**

FINANCIAL SNAPSHOT

LOYALTY AND GROWING MEMBERSHIP DRIVING CONSISTENT GROWTH

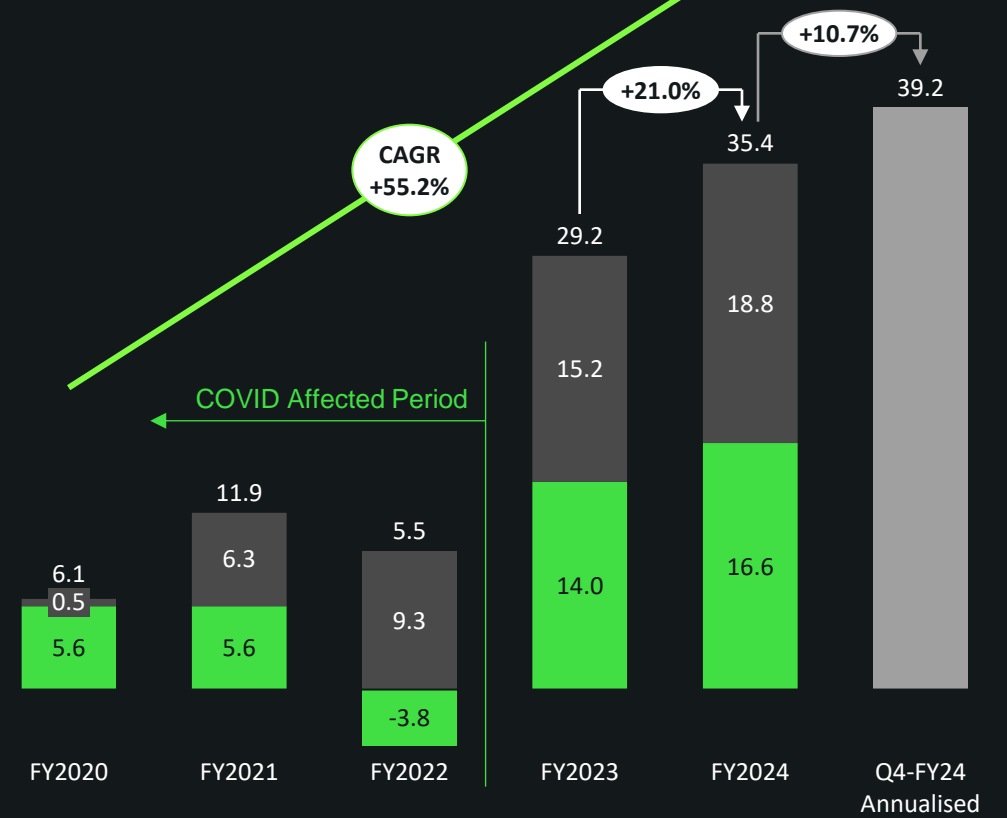
FY2020 REPRESENTS FIRST FULL YEAR AS LISTED COMPANY

REVENUE (\$M)



■ H1 ■ H2

EBITDA (\$M)



■ H1 ■ H2

WHAT'S COMING UP

CAPITALISING ON OUR EXTENSIVE AND GROWING NETWORK

CORPORATE NETWORK

- Continued growth in corporate owned network by way of Greenfield locations and acquisitions
- Have opened a greenfield or acquired location every 14 days for the past four years (FY2020 to Q1-FY2025), and expect that to continue

FRANCHISE DIVISION

- Plus Fitness has ~25 new locations already sold and expected to open in the next 12-18 months
- Our investment in Boutique Fitness Studios and implementation of our technology and VivaPay systems are currently being planned

CAPITALISING ON OUR TECH

- VivaPay expected to continue to grow contributions
- The Hub technology licencing fees expected to continue to grow
- New products such as VivaPass to launch in H2-FY2025 providing one membership across multiple brands (corporate and franchised)
- Digital Signage network to expand from currently 400 screens to a target of 1000 screens, with further growth being planned within the franchise networks
- New initiatives such as Family memberships expected to reduce churn and introduce younger audience to facilities
- Self-serve Corporate and Affiliate programs expected to deliver new revenue opportunities

OTHER

- Non-Membership income expected to grow with the recent launch of Supp Society online supplement store
- Vending machine network continuing to expand with over 130 machines now deployed and generating > \$200k per month in sales at ~40% margin
- Newly negotiated banking facilities expected to provide significant FCF and growth opportunities
- Share Buy Back in place has already purchased ~1% of the available shares



VIVA
LEISURE

ASX | VVA