

# VIVA LEISURE

## MARKET ANNOUNCEMENT

26 May 2025

### VIVA LEISURE TAKES STRATEGIC STAKE IN GORILLA X LABS

Viva Leisure Limited (“Viva Leisure” or “the Company”) is excited to announce a strategic investment, acquiring a 33% stake in Gorilla X Labs, a leading Australian sports nutrition company. This partnership is a significant move in Viva Leisure’s ongoing expansion into the supplements market, reinforcing its commitment to offering high-quality health and fitness solutions to its members.

Gorilla X Labs is known for its premium range of products, including Ready to Drink (RTD) beverages, protein powders, supplements, and merchandise. The product line is available online, through World Gym locations, and in major supermarkets, ensuring consumers have easy access to high-performance nutrition.

As part of the partnership, Viva Leisure will integrate the Gorilla X range across its platforms. The products will be available on Supp Society, Viva’s exclusive online platform, and at Club Lime gyms, providing members with seamless access to top-tier nutrition products that complement their fitness goals.

#### Harry Konstantinou, CEO of Viva Leisure, commented:

*“This partnership brings great opportunities for both brands, and we’re genuinely excited about what’s ahead. It’s a great fit for our business, and we’re looking forward to bringing Gorilla X’s premium products to more of our members, both in the gym and online. This partnership allows us to offer our members the very best in nutrition and wellness, supporting their fitness journeys at every step.”*

This investment has been fully funded from Viva Leisure’s existing cash reserves, showcasing the company’s strong financial position and its capacity for strategic growth.

By combining the strengths of both companies, this partnership will drive growth, expand reach, and elevate the customer experience, both in-club and online.

Explore the full range at [www.gorillaxlabs.com.au](http://www.gorillaxlabs.com.au).

ENDS

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

#### About Viva Leisure Limited:

Viva Leisure is a company focused on providing accessible fitness and wellness solutions through a variety of product offerings. With a commitment to growth, innovation, and exceptional customer experiences, Viva Leisure continues to lead in the fitness industry.

#### For further information, please contact:

##### Investor & Media Relations:

Simon Hinsley

E: [simon@nwrcommunications.com.au](mailto:simon@nwrcommunications.com.au)

P: +61 401 809 653