

# VIVA LEISURE

## MARKET ANNOUNCEMENT

2 June 2025

### **CLUB PILATES EXPANSION ACCELERATES AS BFS, 34% OWNED BY VIVA LEISURE SIGNS LANDMARK AREA DEVELOPMENT AGREEMENT**

Viva Leisure Limited (ASX: VVA) is pleased to acknowledge a major milestone achieved by Boutique Fitness Studios Pty Ltd (BFS), the Australian Master Franchisee for Club Pilates and an entity in which Viva Leisure holds a 34% strategic equity interest.

BFS has signed an Area Development Agreement with US-based Riser Fitness LLC, one of the largest global franchise groups within the Club Pilates network. The agreement grants Riser Fitness exclusive rights to develop 40 new Club Pilates studios across Australia over the next four years. This transaction represents one of the largest fitness franchise expansion deals in Australian history and positions Club Pilates for substantial national scale.

Riser Fitness operates more than 90 Club Pilates locations globally and brings deep operational experience as a longstanding leader in the brand's growth. This partnership will fast-track Club Pilates' national rollout across all major capital cities.

Following this agreement, the total number of open and sold BFS franchise locations across Australia and New Zealand has increased to 165, encompassing Club Pilates and other boutique fitness brands under the BFS portfolio.

In alignment with this expansion, Viva Leisure confirms that its existing Rebalance Pilates studios will be progressively rebranded to Club Pilates, consolidating the brand's national presence and delivering a consistent member experience across all sites.

#### **Commenting on the announcement, Viva Leisure CEO Harry Konstantinou said:**

*"We are extremely proud of this achievement by Matt Gordin and the BFS team. This is, we believe, the largest individual deal in fitness franchising, and the introduction of a large US operator into the Australian market opens up meaningful opportunities for growth, innovation, and collaboration. We look forward to supporting this next phase of expansion."*

Viva Leisure's investment in BFS reflects its commitment to supporting high-growth segments of the fitness industry and delivering a diverse, premium offering to its members. Club Pilates' continued expansion aligns with Viva's broader strategic goals and reinforces its position as an innovator and leader in the health and wellness space.

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.

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