

FRANCHISE

INFORMATION PACK

REVL

WHAT IS REVL



YOU'RE NOW ENTERING A NEW ERA OF FUNCTIONAL FITNESS.

REVL is a feeling. Built on a club culture of shared intent and a belief that human potential is unlocked through discipline, intensity, and uncapped progression.

This is where community fuels performance and functional fitness becomes a lifestyle.

Come to train. Stay for the feeling.

WE EXIST TO RAISE THE GLOBAL TRAINING STANDARD.

1

Through structured strength and conditioning and hybrid training systems, REVL closes the gap between circuit-based HIIT and CrossFit – answering the demand for progressive, performance-led training.

Every session is designed to build momentum, consistency and growth – setting the foundation to commit to more, in and beyond our four black walls.

2

Leading boutique functional fitness across **7 countries, 70+ territories and 10,000+ members**, REVL continues to raise the benchmark alongside a growing global network connected by shared intent and the same standard of training.

MISSION

THE REVL MODEL

Informed by sports science, REVL delivers a personalised approach to group training – offering a bespoke group fitness experience that elicits the same results as one-on-one training.

It's a proven model that drives exceptional member retention, sustained studio revenue growth and strengthened brand longevity.

OFFERING ONE

1 **STRUCTURED
STRENGTH AND
CONDITIONING
PROGRAMS**

OFFERING TWO

2 **ANAEROBIC AND
AEROBIC SPECIFIC
SESSIONS**

OFFERING THREE

3 **EXPERT COACHES
+ ONGOING
UPSKILLING &
TRAINING**

OFFERING FOUR

4 **OWNED GLOBAL
FITNESS RACING
EVENTS**

OFFERING FIVE

5 **RACE DAY PREP +
PACE RUN
PROGRAMS**

GLOBAL EXPANSION

P.06

REVL
TRAINING

For REVL, expanding globally doesn't mean diluting the essence of the unique REVL product.

REVL IS A BOUTIQUE FITNESS SPACE OFFERING HIGH QUALITY, TAILORED PROGRAMS TO INCREASE INDIVIDUAL PROGRESS WITHIN A GROUP ENVIRONMENT.

REGARDLESS OF WHETHER A MEMBER IS WORKING OUT IN A REVL STUDIO IN SYDNEY OR ATTENDING A SESSION IN SINGAPORE, THE COMPANY'S OVERARCHING MISSION AND COMMITMENT TO DELIVERING EXCEPTIONAL QUALITY WILL REMAIN STEADFAST ACROSS ALL LOCATIONS.

REVL CONTINUES TO OPEN DOMESTIC AND INTERNATIONAL STUDIO DOORS, FULFILLING DEMAND IN PROMISING MARKETS, IN ADDITION TO BUILDING INTEREST ACROSS KEY MARKETS IN THE USA, NEW ZEALAND, SOUTH EAST ASIA, MENA AND THE UK.

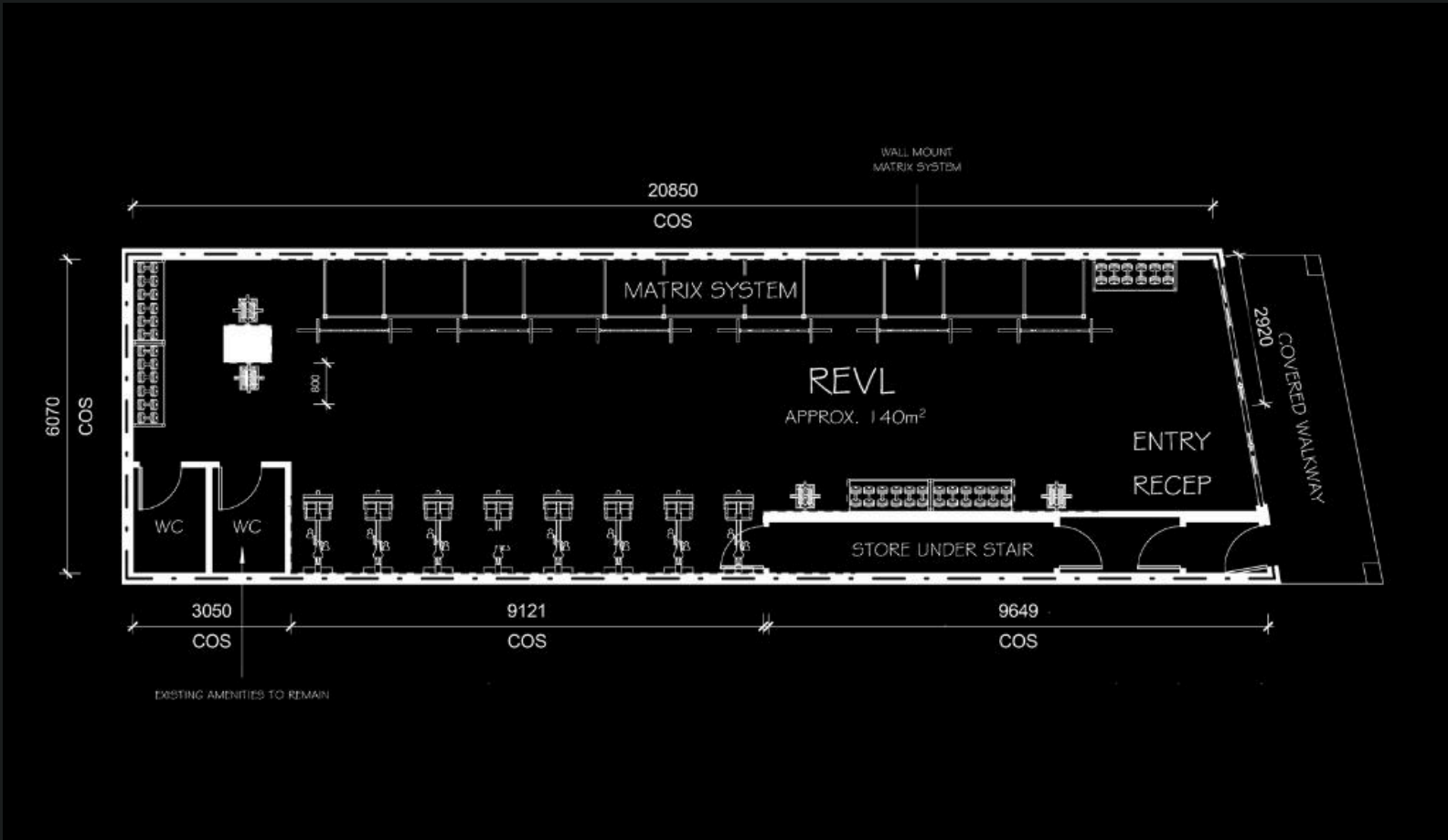


OWNING A REVL



THE STUDIO MODEL

OUR 3 STUDIO SIZES:



1. CONCEPT

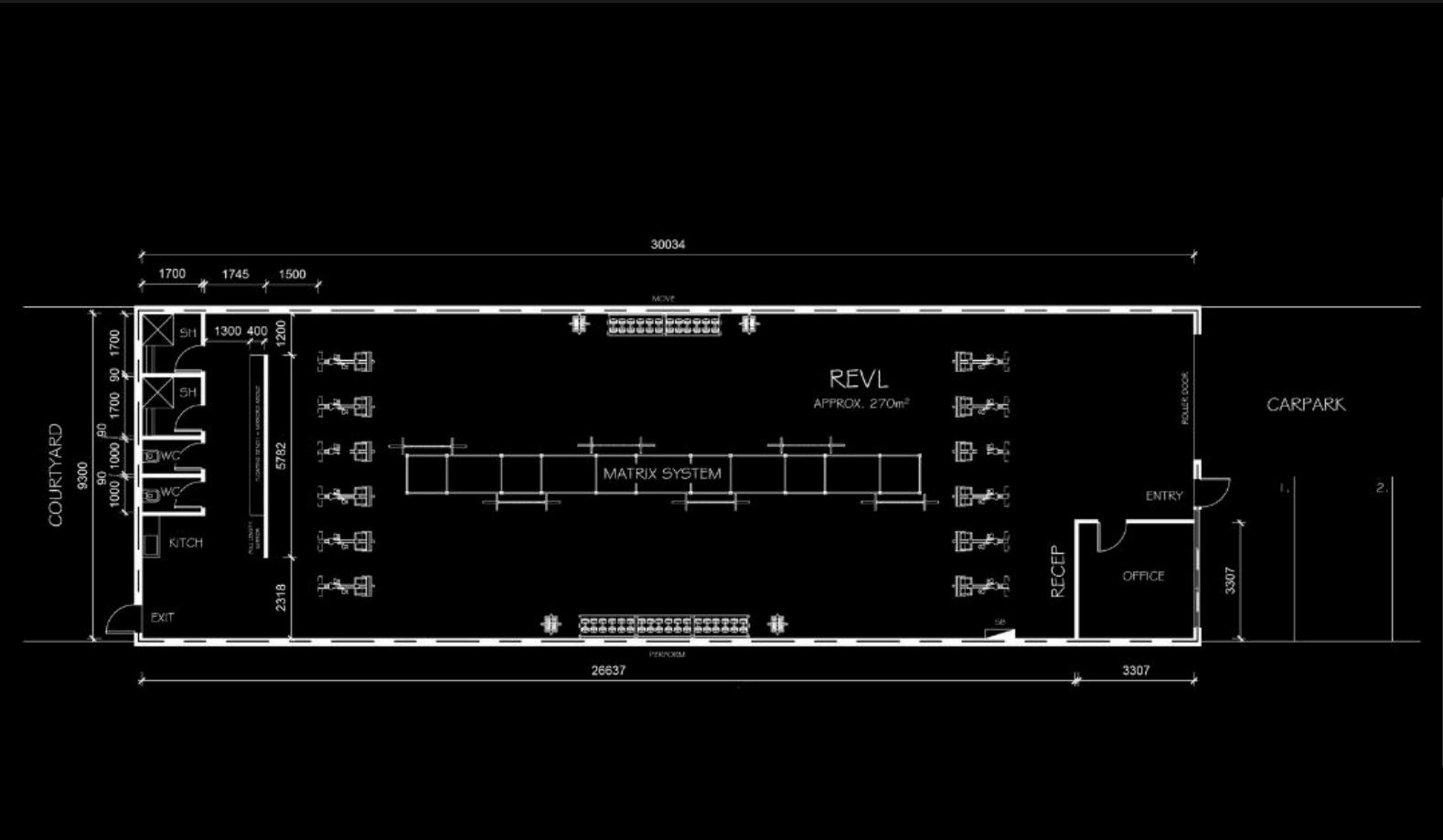
Most compact size space - between 120 - 200 sqm which typically offer a self-service check in rather than reception space. Depending on the studio, sometimes restricted to Sweat and Perform classes.

120-200/SQM



THE STUDIO MODEL

OUR 3 STUDIO SIZES:



2. SIGNATURE

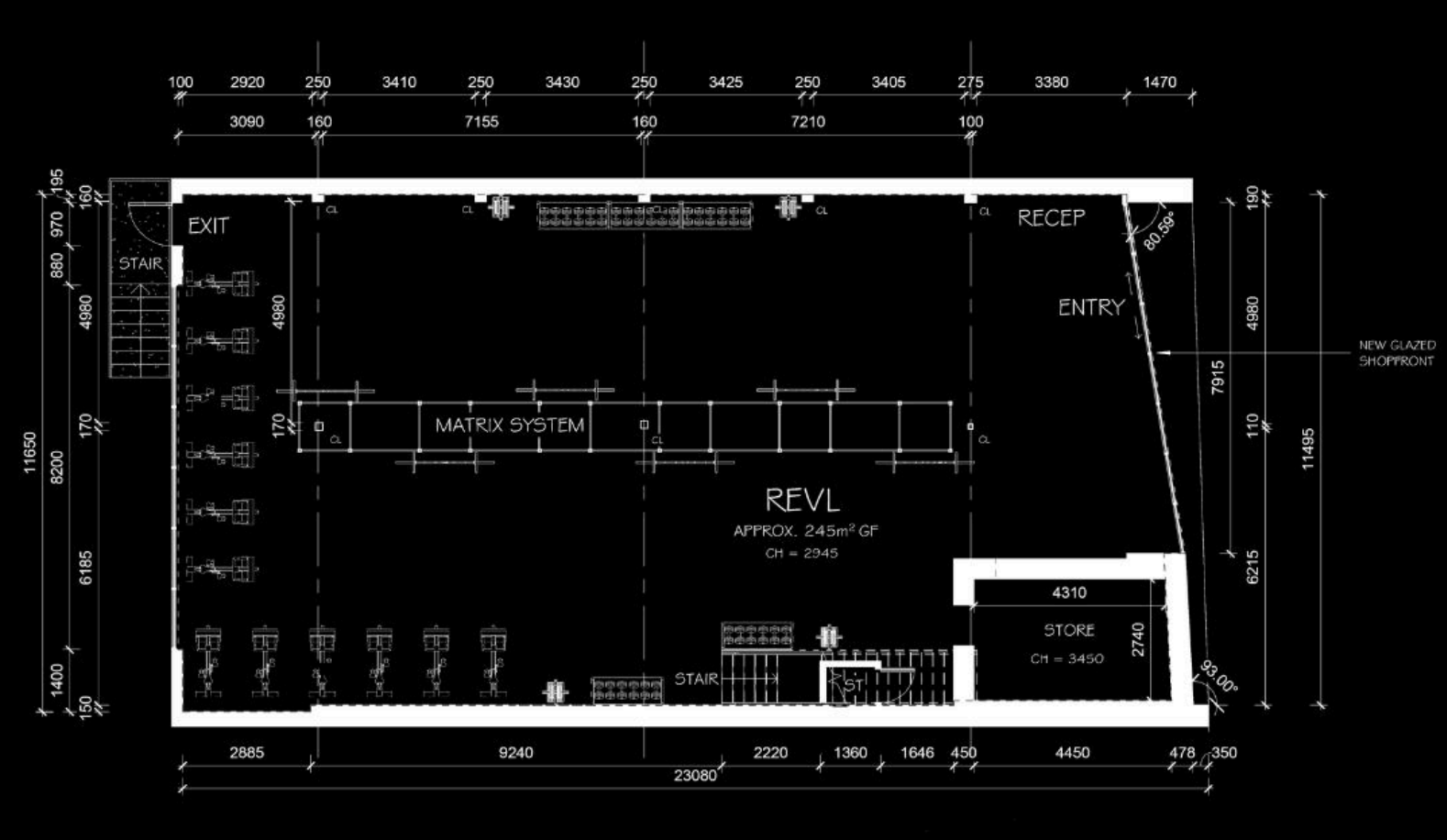
Medium size space between 180 - 300 sqm - with classic REVL floor plan and all Move, Sweat and Perform classes. Will typically include reception and waiting space, as well as retail and storage areas.

180-300/SQM



THE STUDIO MODEL

OUR 3 STUDIO SIZES:



3. FLAGSHIP

Largest size deluxe studios in high profile locations, with 300+ sqm of space. Include larger reception area, significant street profile and luxury amenities.

300+/SQM



KEY NUMBERS

01

CAPEX**\$250K-\$450K**

02

GLOBAL MEMBERS**10,000+**

03

TERRITORIES SOLD**70+**

04

AVG STUDIO REVENUE**+84% YOY**

SUPPORT + TRAINING



THE PARTNERSHIP

01 EXPANSION

#TERRITORY SITE SELECTION TEAM

#SITE FIT-OUT

#DESIGN TEAM

#CASH FLOW FORECASTING

02 TRAINING + SUPPORT

#FRANCHISE INDUCTION TRAINING

#REVL COACHES ACCREDITATION

#COACHES AND FRANCHISEE WORKSHOPS

#TRAINING ON PRODUCT DELIVERY
BUSINESS PERFORMANCE SUPPORT

#TECH SUPPORT

03 MARKETING

#IN-HOUSE MARKETING TEAM FOR:

#PRE-LAUNCH

+

#ONGOING LAM
SUPPORT

#SOCIAL MEDIA GUIDANCE

04 FINANCE

#MONTHLY DASHBOARD REPORTING

#CASH FLOW FORECASTING

STEPS TO LAUNCHING YOUR OWN STUDIO

STAGE ONE: CONNECT & DISCOVER

WEEK 1 & 2

- Submit Enquiry
- Introductory Call
- Initial Opportunity Assessment

STAGE ONE: SECURE YOUR SPOT

WEEK 5 & 6

- Financial Modelling
- Preliminary Studio Planning

STAGE TWO: BUILD

STEP 1

- Secure Studio Location
- Start Systems & Operations Onboarding
- Marketing Kickoff & Pre-Sales Begins



STAGE ONE: EVALUATE & PLAN

WEEK 3 & 4

- Reserve Territory
- Zorakle Personality & Business Profile
- REVL Franchise Application Review

STAGE ONE: FORMALISE & PREPARE

WEEK 7 & 8

- Review, Sign & Finalise Franchise Agreement
- Studio Site Search Commences

STAGE TWO: LAUNCH

STEP 2

- Studio Fit-Out
- Grand Opening!

A group of people in a gym setting, with a man in the foreground raising his hand. The background shows other people and gym equipment.

**DO YOU HAVE WHAT IT TAKES TO
BECOME A REVL FOUNDER?**