CONFIDENTIAL

2026

FRANCHISE

INFORMATION PACK

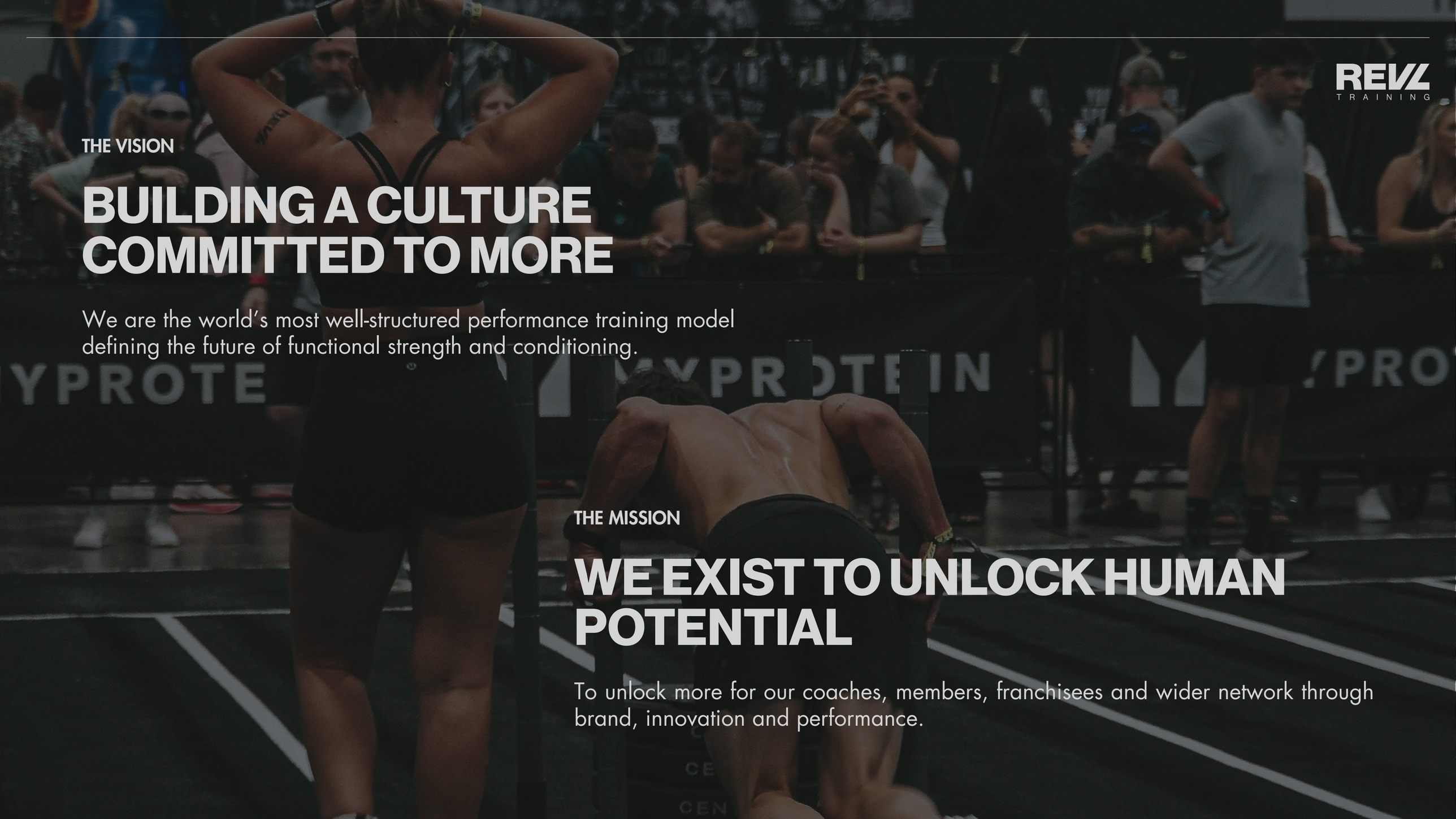
REVZ

T. R A I N I N G

REVL
TRAINING



ONE



THE VISION

BUILDING A CULTURE COMMITTED TO MORE

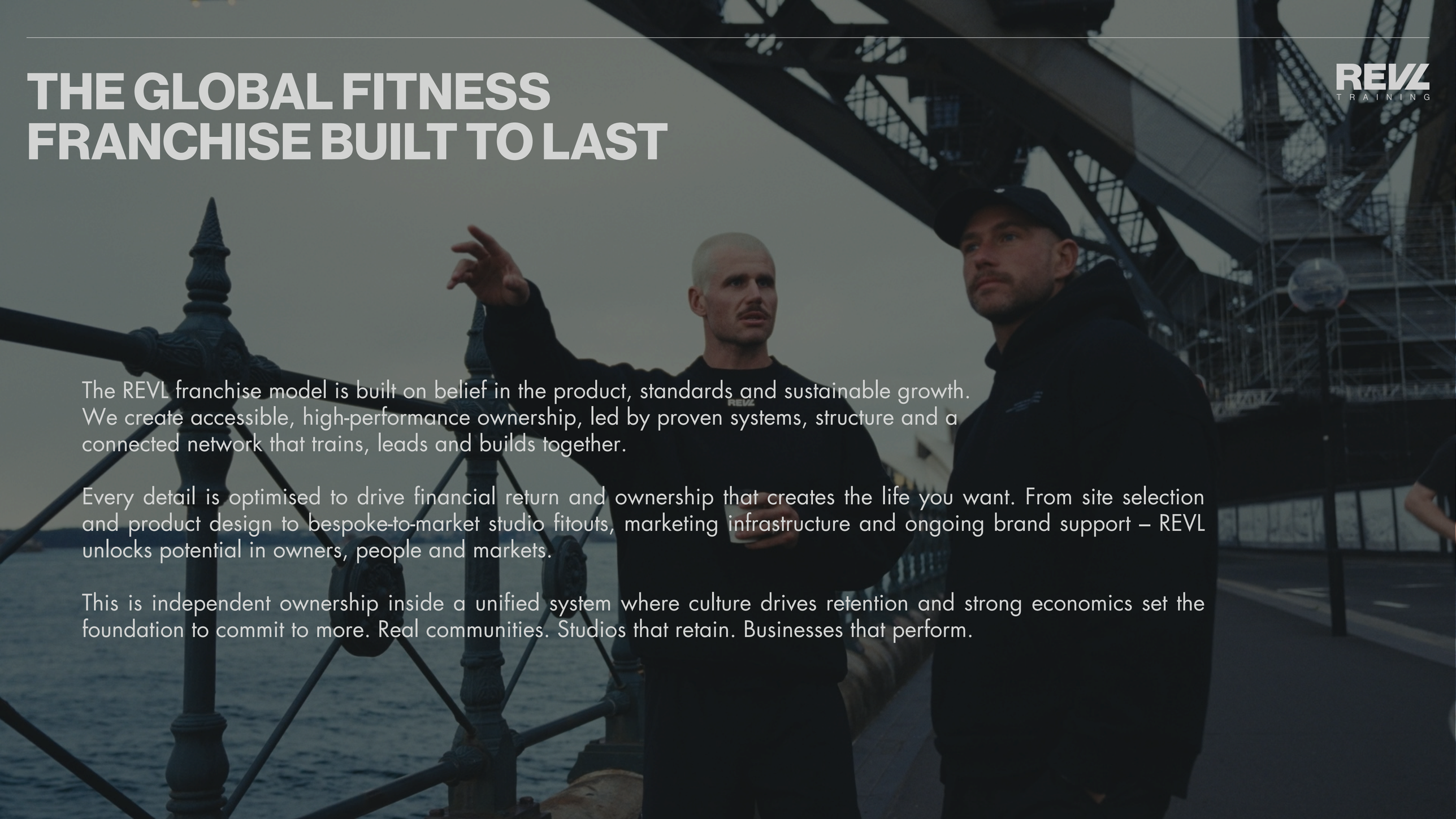
We are the world's most well-structured performance training model defining the future of functional strength and conditioning.

THE MISSION

WE EXIST TO UNLOCK HUMAN POTENTIAL

To unlock more for our coaches, members, franchisees and wider network through brand, innovation and performance.

THE GLOBAL FITNESS FRANCHISE BUILT TO LAST



The REVL franchise model is built on belief in the product, standards and sustainable growth. We create accessible, high-performance ownership, led by proven systems, structure and a connected network that trains, leads and builds together.

Every detail is optimised to drive financial return and ownership that creates the life you want. From site selection and product design to bespoke-to-market studio fitouts, marketing infrastructure and ongoing brand support – REVL unlocks potential in owners, people and markets.

This is independent ownership inside a unified system where culture drives retention and strong economics set the foundation to commit to more. Real communities. Studios that retain. Businesses that perform.

A NEW ERA OF FUNCTIONAL FITNESS™

A boutique fitness space offering high-quality, tailored programs to increase individual progress within a group environment

1

Through structured strength and conditioning, and hybrid training systems, REVL closes the gap between circuit-based HIIT and Crossfit. Every session is designed to build momentum, consistency and growth in and beyond our four black walls.

2

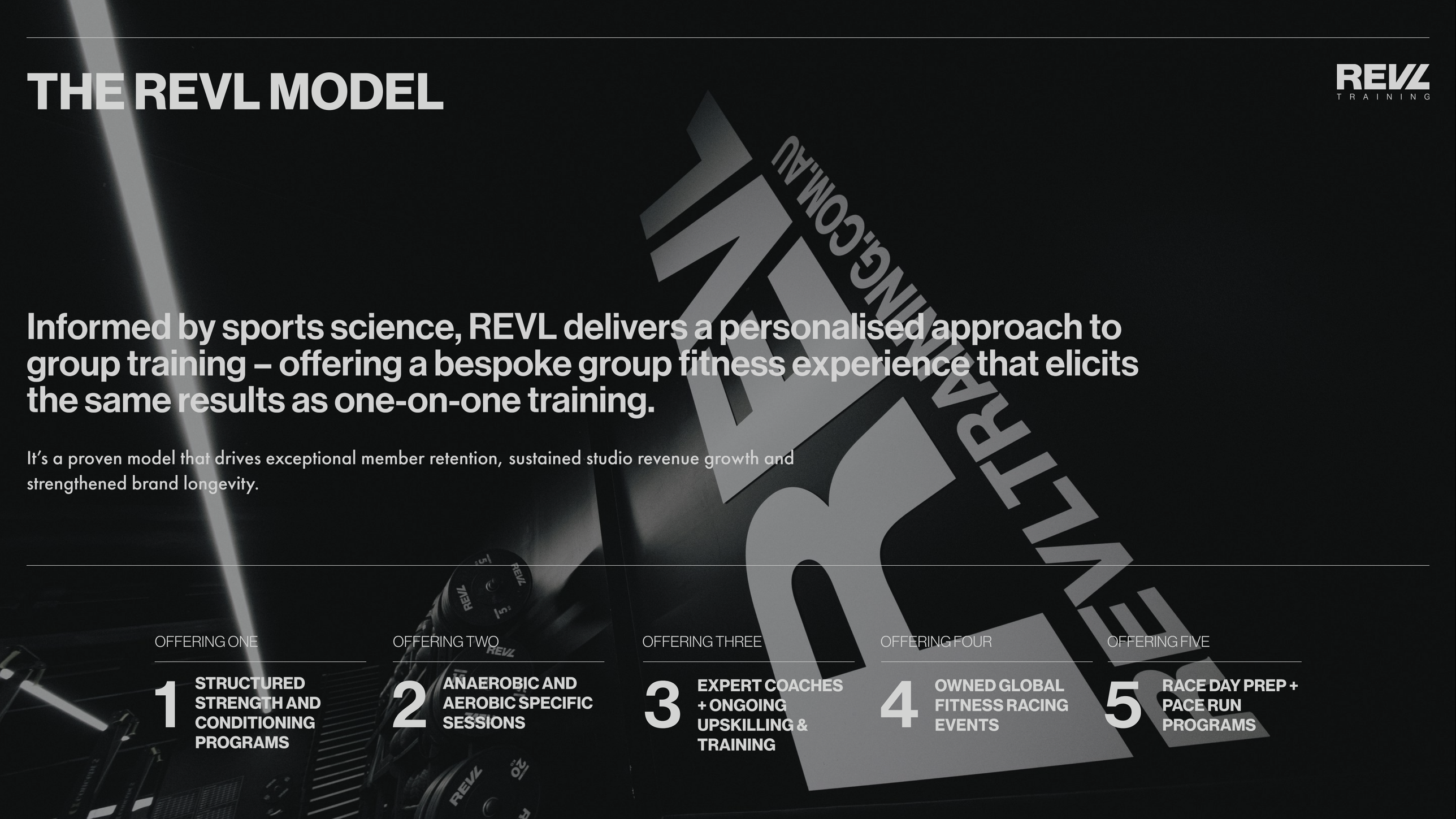
Delivered within a boutique group environment, programming is built around structured progression. Each 13-week block utilises sports science principles, prescribed intensity and progressive overload to drive measurable, uncapped progression.

THE REVL MODEL

REVL TRAINING

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

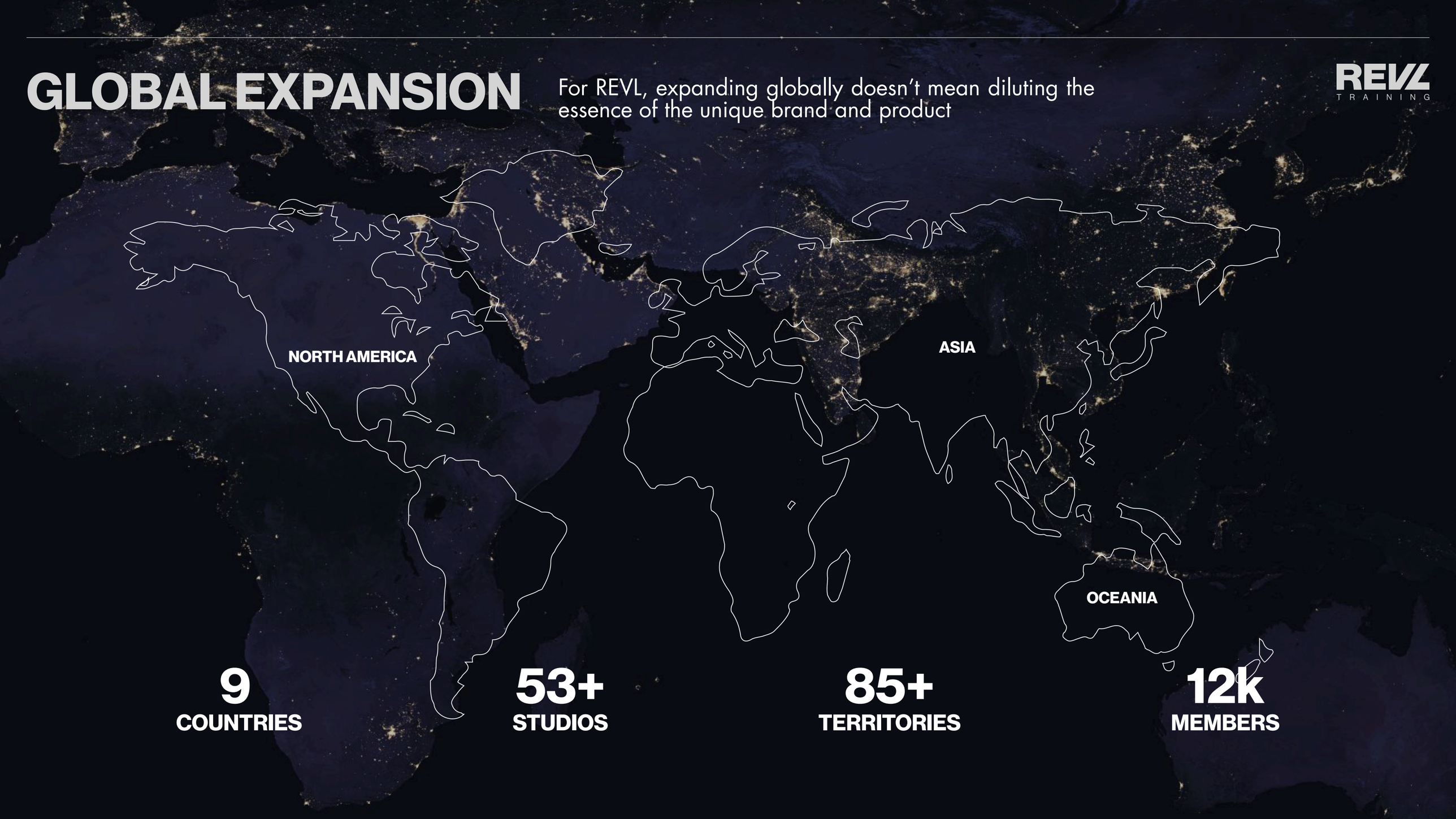
OFFERING FIVE

5 RACE DAY PREP + PACE RUN PROGRAMS

GLOBAL EXPANSION

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

REVL TRAINING



9
COUNTRIES

53+
STUDIOS

85+
TERRITORIES

12k
MEMBERS

GLOBAL EXPANSION

Our footprint is growing. Our standard is global.

From Sydney to Singapore, every REVL studio is built on the same foundations: structured, performance-led training and a definitive standard across coaching and member experience that define our brand.

That consistency builds recognition across markets, trust among members and brand equity that every franchise partner benefits from.

As we expand across Australia and internationally, our franchise partners gain the strength of a global brand, backed by the systems, standards and support to deliver locally and grow with confidence.



THAILAND

VIETNAM

USA

CANADA

REVL AUSTRALIA

TAIWAN

KOREA

SINGAPORE

MALAYSIA



TWO

OUR STUDIO MODELS

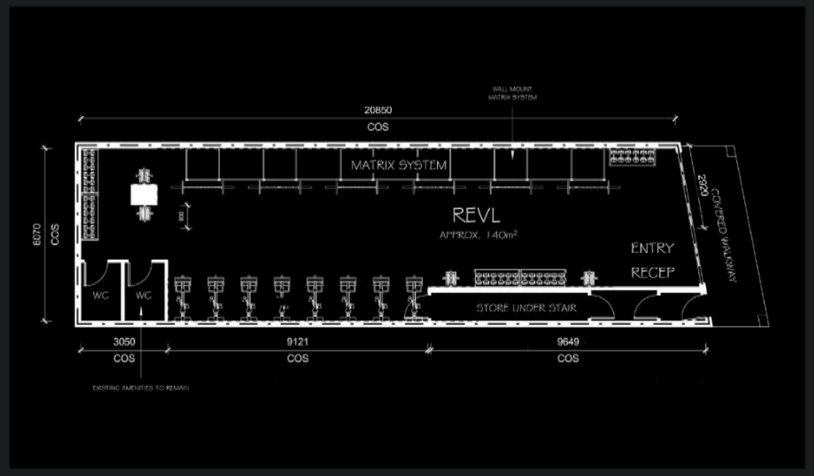
1. CONCEPT

120–200 SQM

CLASS RANGE: Sweat and Perform

FRONT OF HOUSE: Self-service check-in

FIT OUT: Our most compact footprint. Inner city, basement-style and multi-level spaces with the ability to run broad time slots for unit economics.



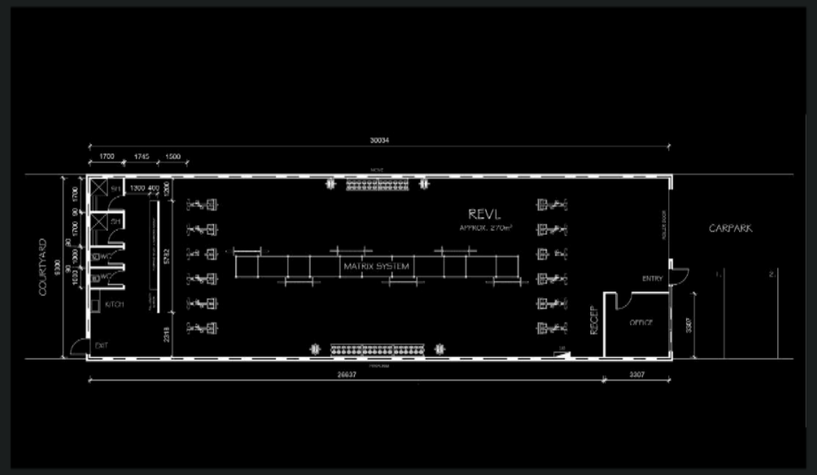


OUR STUDIO MODELS

2. SIGNATURE

180–300 SQM

CLASS RANGE: Move, Sweat, Perform, Complete, Race Day Prep.
FRONT OF HOUSE: Reception and waiting space.
FIT OUT: Our classic REVL floor plan. Warehouse, showroom or larger retail spaces. Suburban, industrial and street frontage locations.



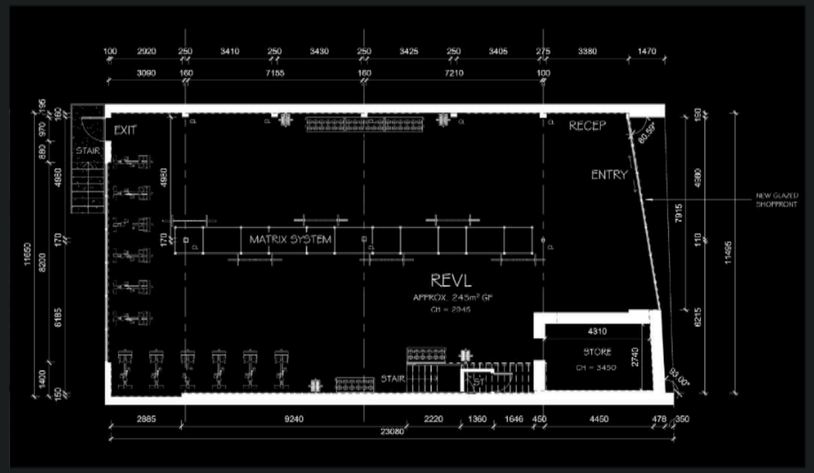


OUR STUDIO MODELS

3. FLAGSHIP

300+ SQM

CLASS RANGE: Move, Sweat, Perform, Complete, Race Day Prep
FRONT OF HOUSE: Larger reception, luxury amenities
FIT OUT: Deluxe, high-profile locations. Large retail, showroom and industrial, warehouse-style space.

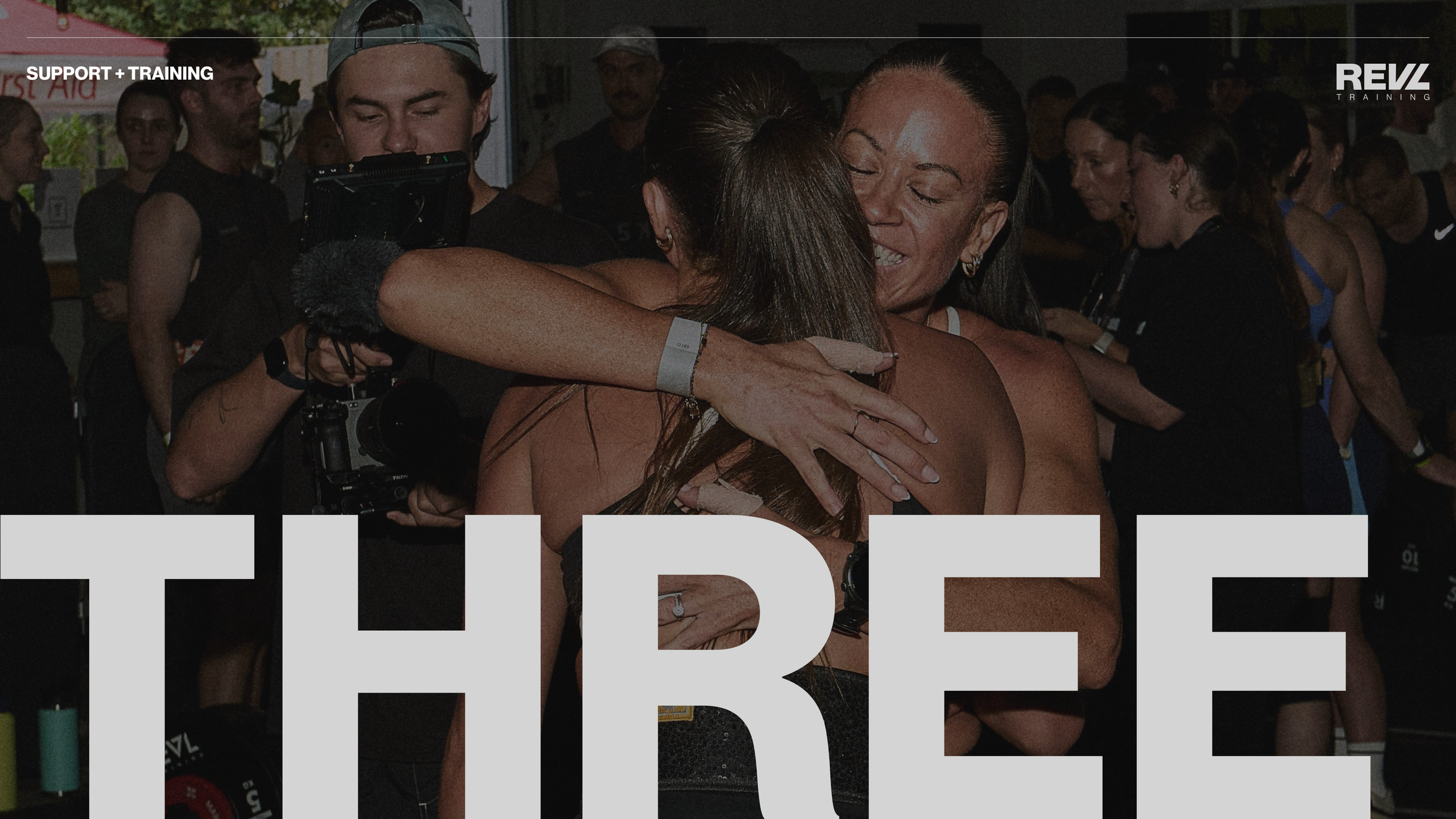




KEY NUMBERS



1. CAPEX $250k-$450K
2. STUDIO ATTRITION RATE SUB-5%
3. AVERAGE STUDIO REVENUE +84% YOY



THREE

OUR 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: EVALUATE & PLAN

WEEK 3 & 4

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

STAGE ONE: SECURE YOUR SPOT

WEEK 5 & 6

- Financial Modelling
- Preliminary Studio Planning

STAGE ONE: FORMALISE & PREPARE

WEEK 7 & 8

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

STAGE TWO: BUILD

STEP 1

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

STAGE TWO: LAUNCH

STEP 2

- Studio Fit-Out
- Grand Opening!


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