



Fitness and Health Industry in times of Coronavirus

IFA CORONAVIRUS
UPDATES



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION

“When written in Chinese, the word ‘crisis’ is composed of two characters -- one represents danger, and the other represents opportunity.”

-- John F. Kennedy

Athletic Republic



- **Sports Performance Training Franchise**
- **Trainer-led training sessions for Youth, Teen, College and Adult Athletes**
- **90 Locations Worldwide – a few remain open despite the crisis**

Athletic Republic

- **Communication Cadence**
 - Frequent Playbooks (Network Newsletters)
 - Webinars on Tuesday / Thursday
 - Franchisee Phone Calls
 - Materials posted to LockerRoom (AR Intranet)
- **Draw on Core Values**
- **“Enable The Republic”**

Athletic Republic

- **Open Centers**

- Enforce strict athlete hygiene before/during/after sessions
- Training 5:1 (athlete:trainer) with increased athlete spacing
- Add 30 minutes between classes for extra cleaning
- Deep/Steam clean each evening
- Remove hard-to-clean items (bands) from use

Athletic Republic

- **Closed Centers**

- ***AR Outside*** – Ground-based & Stability Training
- ***AR Live*** – AR-HIIT streaming Adult Classes
- ***AR @ Home Acceleration Training*** (subscription) for youth, teen and college athletes working on strength, stability, foot speed, and agility
- **Gift Card Sales & Retail** Curb-side Pick-up

Athletic Republic

- **Cost Control Strategies**
 - Rent Deferment
 - Loan Deferment
 - Staff Retention
 - Vendors Services Subscription Suspension (AR-HQ)
 - Temporarily waived Marketing Fund contributions
 - Membership – credits vs. refunds ... extensions vs. cancelations

Athletic Republic

- **Franchisee Resources (AR LockerRoom)**
 - COVID-19 cleaning guidelines for facilities, equipment and employees
 - Lease Amendment templates
 - Loan Insights – SBA & CARES ACT
 - Customer Communication templates
 - Media tips and client communication templates
 - Payroll & HR Support

Athletic Republic

- **Customer Contact**
 - Offer Daily Exercises ... promote AR outside, AR Live & AR @Home
 - Share Blog Content
 - Social Media Activation & Engagement
 - Follow other members of The Republic

Athletic Republic

- **Plan for Re-Opening**
 - Marketing engagement
 - Introduce new programs and products
 - Training Center maintenance and cleaning
 - Trainer education and development



Planet Fitness

- One of the largest and fastest-growing global franchisors and operators of fitness centers with more members than any other fitness brand
- The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®
- Over 2000 Locations Worldwide – Effective 3/20/2020, all locations were closed

Planet Fitness

- **Emergency Response Team**
 - Daily scheduled calls
 - Dedicated email for franchisees and team members
 - Significantly increased Member Services team
 - Templated Member/Team member communications
- **Franchisee Connects**
 - Bi-weekly Franchisee Leadership zoom calls
 - Weekly All Franchisee calls with open Q&A

Planet Fitness

- **Closed Activities – Member Engagement**
 - United We Move campaign
 - Facebook Live daily workouts
 - PF Mobile App workouts

Planet Fitness

- **Cost Control Strategies**
 - Rent Abatement/Deferral
 - Working Lender Relationships
 - Team Member Considerations
 - Internal Vendor Team froze all monthly recurring services and costs
 - Membership – Froze all member fees, extending all contracts

Planet Fitness



- **Franchisee Resources PFU**
 - Organized a COVID-19 materials section
 - Provided templated member/team member communications
 - Templated landlord communications
 - Holding weekly leadership development sessions for franchisee team members
 - Revised/Enhanced – Cleanliness and Sanitation courses
 - Accelerated required training courses

Planet Fitness

- **Plan for Re-Opening**
 - Club readiness planning
 - Enhanced Cleanliness and Sanitation protocols
 - Revised Marketing approach
 - Prepare for government mandates
 - Revisit all potential social distancing impacts