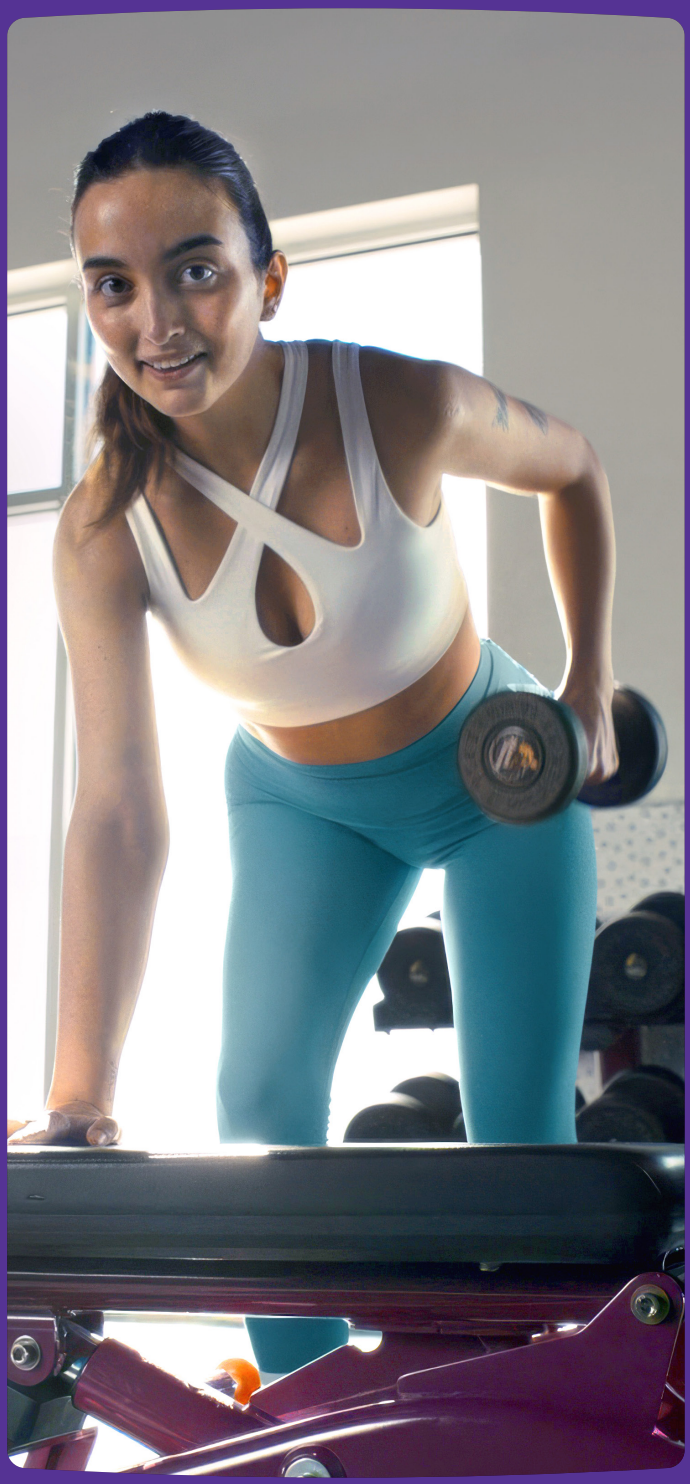
planet fitness®

PRESS KIT



OUR HISTORY

Planet Fitness was founded in 1992, in Dover, NH by brothers Michael and Marc Grondahl. In the beginning, the gym had heavy free weights, juice bars, group exercise classes, daycare and more. It was essentially a place where the fit got fitter, and like every other gym in its small hometown, it was fighting for the same customer by catering to the approximately 15-20% of the population in the U.S. who worked out and belonged to a health club.

In 1993, the Grondahl brothers hired Chris Rondeau to work the front desk. Rondeau and the Grondahls quickly recognized that there was a greater opportunity to serve a much larger segment of the population. They asked themselves, "Why does 80-85% of the population not belong to a gym?" The answer? First-time and casual gym users didn't like the "look at me" attitudes and behaviors found in typical gyms, and they didn't want to have to pay a lot of money to give fitness a try.

So together they completely changed the gym environment, both in attitude and format, creating the non-intimidating, low-cost model that has revolutionized the gym industry. Planet Fitness became known as the "Judgement Free Zone®" – a welcoming and friendly community where people could feel comfortable regardless of their fitness level. To focus more on what first timers and casual gym goers really wanted – cardio, circuit training and light free weights – they removed group exercise, daycare, heavy free weights, etc. and reallocated that space accordingly. Because more room was made for cardio equipment, they didn't have to put time limits on popular equipment and members didn't have to wait to work out. Removing heavy free weights also helped get rid of intimidating "Lunk" behaviors, like grunting and dropping weights.

To top it off, they slashed standard membership fees to only $10 per month so that anyone could join without having to sacrifice the quality of the facilities or experience. (Eventually they added a second membership option – the PF Black Card® for $24.99 a month – that offered additional amenities like the ability to use any Planet Fitness club, HydroMassage®, massage chairs, tanning and being able to bring a guest any time for free.) While the industry thought they were crazy, the response to the new fitness model was incredible. Memberships drastically increased and they were attracting more members than ever before. In order to continue to grow, they decided to begin franchising, knowing that if the Planet Fitness model could be successful in New Hampshire with a small population, it could be replicated, and likely even more successful in larger markets. They were also confident that gym intimidation existed amongst all ethnicities, demographics and income levels, so the demand for the Planet Fitness model would span all markets.

In addition to the clean, spacious, and comfortable environment Planet Fitness provides its members in club, the free Planet Fitness App puts hundreds of on-demand digital exercises in your pocket – including workouts ranging from cardio, to yoga, to strength and more. The PF App also offers touchless check-in, where members can scan their digital key tag to check into the front desk. Lastly, the Crowd Meter on the app allows members the ability to check club capacity in real-time before leaving the house. Don't forget the download the free PF App!

Today, Planet Fitness has become one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. With 2,909 locations* in all 50 states and the District of Columbia, Puerto Rico, Canada, Panama, Mexico, Australia and Spain.* Planet Fitness has continued to spread its unique mission of enhancing people's lives by providing an affordable, high-quality fitness experience in a welcoming, non-intimidating environment.

**as of June 30, 2026*

WHY WE'RE DIFFERENT

1 WELCOMING AND JUDGEMENT FREE ENVIRONMENT

Planet Fitness believes anyone, of any fitness level, should feel accepted and respected when they walk into a gym. Our nonintimidating, welcoming and Judgement Free environment fosters a sense of community among all members and encourages them to work toward their health and fitness goals – no matter how big or how small.

2 DISTINCT CLUB EXPERIENCE

Planet Fitness' bright and spacious clubs offer the same high-quality, brand name cardio and strength equipment that you'd find at more expensive gyms. With free weights, plate-loaded equipment and more, our members can be confident Planet Fitness has the equipment they need to get an excellent workout.

3 EXCEPTIONAL VALUE AND EASILY ACCESSIBLE

Planet Fitness offers a high-value membership experience at an affordable price with memberships starting at just $15 a month. And with more than 2,900 locations and many open 24/7, most people live within 12 minutes of a Planet Fitness. With the PF Black Card®, memberships start at $24.99 a month and include the ability to bring a guest every day at no additional charge, access to all Planet Fitness locations, and additional amenities such as HydroMassage, massage chairs, and more.

OUR PLANET KEEPS GROWING

2,930
locations* & growing

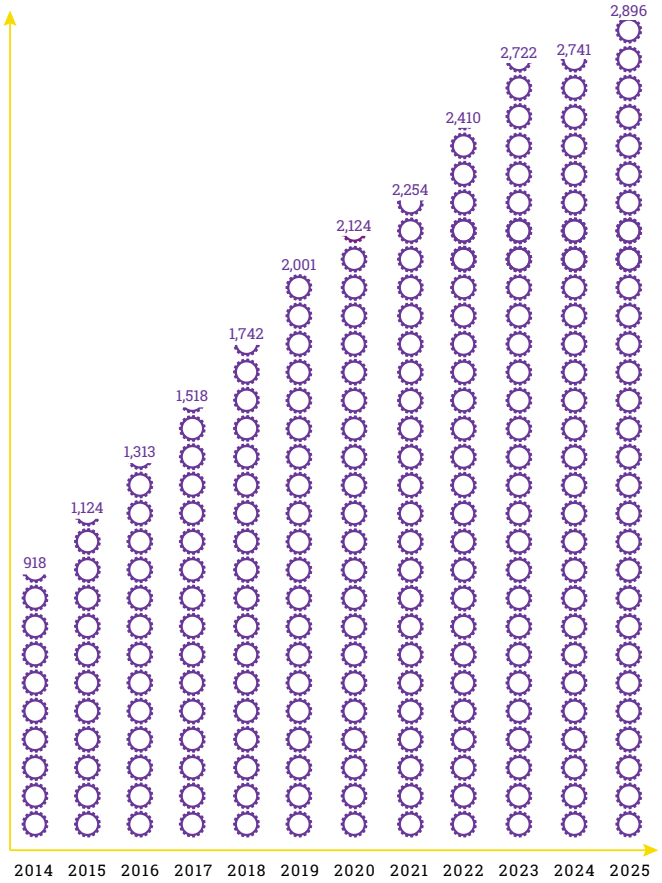
281
corporate-owned locations with the remainder operated by independent franchise owners

50
states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, Australia and Spain*

More than
90%
of new stores were opened by existing franchisees in 2020

Approximately
90%
of Planet Fitness stores are owned and operated by independent business men and women

Store growth over the past 10 years*



Awards & Accolades

ENTREPRENEUR
FASTEST-GROWING FRANCHISES

FRANCHISE TIMES
TOP 400

NEWSWEEK
AMERICA'S MOST RESPONSIBLE COMPANIES 2025

NEWSWEEK
AMERICA'S GREATEST WORKPLACES 2025

FORTUNE
100 FASTEST- GROWING COMPANIES

USA TODAY
2026 AMERICA'S BEST CUSTOMER SERVICE

More than 20.8 million members and counting!*

*as of June 30, 2026

TIMELINE

1992 First Planet Fitness opens in Dover, New Hampshire

1993 UNH student Chris Rondeau takes front-desk job at Dover gym

1996 Tootsie Rolls are introduced at the front desk as a way to foster staff and member interaction

1997 The Judgement Free Zone® philosophy is unveiled as a way to make first-time gym users feel comfortable starting their fitness journey

1999 Free pizza is given out at the Concord, NH club after a daylong shortage of hot water to thank members for their patience. The popularity of the giveaway led to once-a-month pizza night in all locations

2003 First Planet Fitness franchise opens in Altamonte Springs, FL

2005 The PF Black Card® is introduced. For $24.99, PF Black Card® members can work out at any Planet Fitness, bring a guest at no additional charge, and have access to amenities including HydroMassage, massage chairs, tanning, and more

2006 100th club opens in Logan, UT

2011 First location outside the continental U.S. was opened in Carolina, Puerto Rico

The "Lift Things Up" television commercial airs as the first-ever national advertising campaign

2012 Welcomed TSG Consumer Partners as a new partner

500th club opens in Morton Grove, IL

2013 Chris Rondeau is named Chief Executive Officer

"No Gymtimidation" advertising campaign is unveiled

2014 First international location opens in Toronto, Ontario, Canada

2015 1,000th club opens in Washington, D.C.

PLNT

New York Stock Exchange unveils Planet Fitness as a publicly traded company under the ticker symbol PLNT

2016 Our national philanthropic initiative, The Judgement Free Generation™, is launched to help combat the judgement and bullying faced by today's teens

TIMELINE (CONT.)

2017 Planet Fitness reaches 10.5 million members

First location opens in Panama (Panama City)

2018 Planet Fitness opens its first location in Mexico (Monterrey)

2019 Teen Summer Challenge is launched nationwide, allowing high school teens to work out for free all summer long in the United States and Canada

2,000th club opens in Colorado Springs, Colorado

First locations open in Australia (Tuggerah and Gosford)

2020 The global COVID-19 pandemic closes all Planet Fitness locations indefinitely

To keep people physically and mentally healthy - United We Move is launched and provides free, live digital workouts to millions of people around the globe

Throughout the pandemic, Planet Fitness does not permanently close a single club

Publishes first Environmental, Social & Governance Report

2022 Teen Summer Challenge is relaunched as High School Summer Pass

Planet Fitness continues its digital evolution with new, redesigned mobile app

2023 Perks offerings in the PF App continue to expand, offering members discounts every day

2024 Planet Fitness Reaches $10 Million Donation Total to Boys & Girls Clubs of America to Advance Youth Wellbeing

2025 Company expands strength training options in majority of clubs nationwide with new plate-loaded equipment to meet consumers' evolving fitness needs

FUN FACTS

Why purple and yellow?
Creates a bright, fun and welcoming environment

Why the gear?
Symbolism for movement

Why the thumbs up?
Positivity!

The **Judgement Free Zone** philosophy was launched in 1997. The same year Leonardo DiCaprio set sail on the Titanic.

A membership is less expensive than the cost of **two fancy lattes!**

Our spelling of **"Judgement"** (with an 'e') was actually a mistake back in the beginning. We considered changing it, but we think it makes us different and really fits with our judgement free personality. ☺

Throughout the pandemic, not a single Planet Fitness location was permanently closed, despite nearly 25% of U.S. brick and mortar gyms permanently closing.

~$2,000,000

In partnership with **Boys & Girls Clubs of America**, Planet Fitness has awarded $1,150,000 in scholarships and recognized 230 youth since 2017.

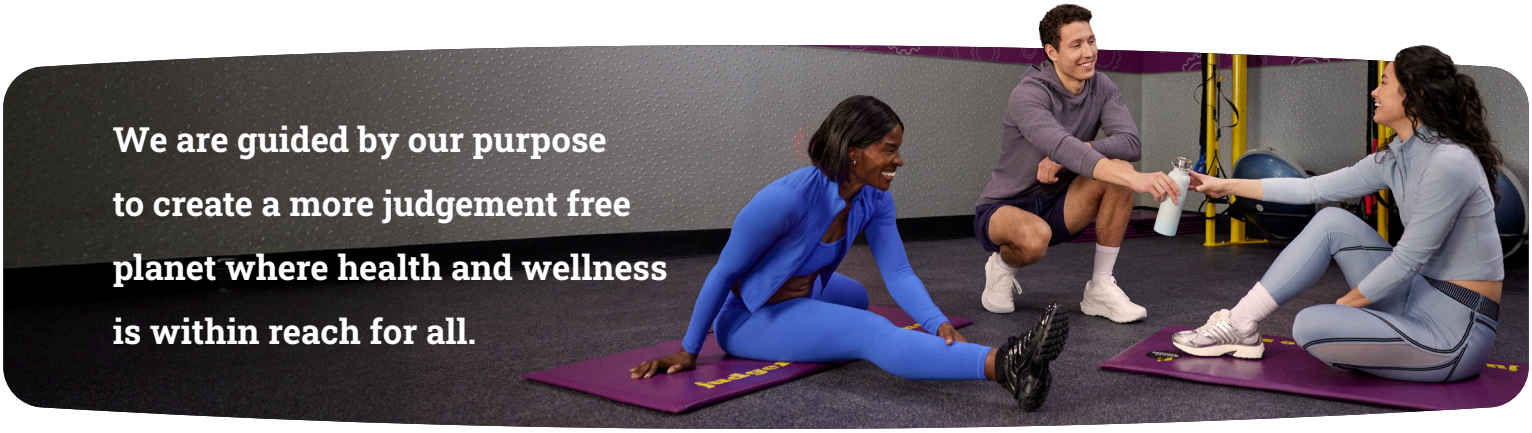
Nearly **8 million** workouts take place at Planet Fitness each week*.

To date, Planet Fitness leases or owns nearly **50 million square feet** of retail space.

In 2022, **100% of equipment** from Planet Fitness clubs has found new life through donation, recycling or resale.

*as of March 31, 2025

PF PURPOSE



How We Deliver on Our Purpose

Access

We increase access to fitness for all through our affordable memberships, non-intimidating environment, more accommodating equipment options and investment in community partners and programs.

Inclusion

We create, promote and reward inclusive judgement free clubs, cultures and communities.

Sustainability

We strive to leave a positive impact on the world by actively contributing to a healthier planet.

By focusing on Access, Inclusion and Sustainability, we can deepen our impact and enable more people to improve their wellbeing.

2022 Highlights

Social

3.5 Million
teens reached through High School Summer Pass

$8.38 Million
contributed to the Judgement Free Generation® since 2016[1]

7%
year-over-year increase in underrepresented minorities at PFHQ

First-ever
pay equity audit
completed

Environmental

13%
decrease in total normalized GHG emissions[2]

18%
decrease in normalized corporate club water use[3]

47%
of purchased materials had an environmental feature[4]

100%
of equipment donated or resold

Governance

50%
gender and racial/ethnic diversity across our Board of Directors

100%
participation in annual ethics & compliance trainings by our workforce

Conducted our second annual holistic risk assessment of our data security system.

To learn more about PF Purpose, read our 2022 Environmental, Social & Governance (ESG) Report

1 Total contribution includes corporate monetary donations and funds raised from members, team members, franchisees, and vendors

2 We use square footage to normalize year-over-year emissions due to the fact that some energy is required to maintain facilities at all times. Normalized data excludes corporate clubs not in operation or not under Planet Fitness' operational control for the duration of the fiscal year 2022 (January 1, 2022 - December 31, 2022).

3 We have determined that number of check-ins is the most accurate metric to normalize water use in corporate clubs as absolute water use most directly correlates to occupancy. Normalized data excludes corporate clubs not in operation or not under Planet Fitness' operational control for the duration of the fiscal year 2022 (January 1, 2022 - December 31, 2022).

4 Reflects purchasing data for janitorial, cleaning, and paper products for the roughly 80% of our system who contract with vendors who provide reporting on supplies with environmental features. Data represents percentage of total reported spend.

THE JUDGEMENT FREE GENERATION®

What is The Judgement Free Generation®?

The Judgement Free Generation® is Planet Fitness' signature philanthropic initiative, launched in 2016, which aims to empower the next generation to promote kindness and contribute to a more judgement free planet – where everyone feels accepted and like they belong.

THE JUDGEMENT FREE GENERATION®

To do so, we proudly partner with Boys & Girls Clubs of America (BGCA) in delivering trauma-informed programming to their own Clubs through trainings that equip staff with the tools to reinforce the safety, trust, support, and empowerment that trauma can strip away from youth.

THE FACTS:

10.6% of youth in the U.S. have reported experiencing severe depression[1]

The rate of depression is even higher in multi-racial and LGBTQ+ youth[2]

It's been proven that being kind to others has profound and measurable physical and mental benefits[3]

Research shows that bullying can be prevented through simple acts of kindness, and bullying prevention approaches based in community and compassion have shown a 96% success rate[4]

Why Kindness & Inclusion?

As home of the Judgement Free Zone®, inclusion is at the center of our brand. Statistics show that 10.6% of youth in the U.S. have reported experiencing severe depression, a rate that gets higher in multi-racial and LGBTQ+ youth.

Through our partnership with Boys & Girls Clubs, we support an evidence-based training model that supports social-emotional skills development to foster empathy and establish positive interactions among peers.

Who is Our Partner?

Boys & Girls Clubs of America (BGCA), the nation's leading youth development organization, supporting millions of teens and kids during the critical out-of-school time.

BOYS & GIRLS CLUBS OF AMERICA

The Details:

Together with our franchisees, members, team members and partners, Planet Fitness has:

- Supported trauma-informed programming and resources available to Boys & Girls Clubs across the country
- Powered the creation of the Behavior Support Toolkit, a resource based in social-emotional learning principles for all 4,000+ local Boys & Girls Clubs of America clubs with reach to approximately 4.6 million youth
- Awarded $5,000 scholarships to 230 youth who embody our judgement free values and promote inclusion in their communities, representing a $1,150,000 investment since 2017
- Built more than 35 Mini Judgement Free Zone® fitness centers in select Boys & Girls Clubs – safe, welcoming spaces where youth can work out and build healthy fitness habits
- Sponsored 10 Community Kindness Grants to provide Boys & Girls Clubs with funding for community projects

To date, the Planet Fitness community has contributed more than $8.4 million since 2016 in support of Boys & Girls Clubs of America and local Boys & Girls Clubs.

[1] Mental Health America, 2022 State of Mental Health Report
[2] The Trevor Project, 2021 National Survey on LGBTQ Youth Mental Health
[3] Edutopia
[4] No Bully

THE LEADERS OF OUR PLANET

Colleen Keating

Chief Executive Officer

Colleen Keating joined Planet Fitness in 2024 as the Company's Chief Executive Officer. Ms. Keating has over 30 years of leadership experience across hospitality, real estate, operations, and franchise management, most recently serving as Chief Executive Officer of FirstKey Homes. At FirstKey Homes, Ms. Keating led the strategic direction of the business, increasing operational efficiency and driving scalable growth. Prior to FirstKey Homes, she served as Chief Operating Officer of the Americas at InterContinental Hotels Group (IHG). Previously, she held various positions of increasing responsibility at Starwood Hotels & Resorts Worldwide, Inc., including Senior Vice President of Franchise Operations and Compliance, North America, and Senior Vice President of Operations, North Region. Ms. Keating studied business at Western New England University.

Paul Barber

Chief Information Officer

Paul Barber joined Planet Fitness in October 2022 as the Company's Chief Information Officer. In this role, he will lead the Company's technology evolution and strategy, focused on delivering technology solutions that will continue to enhance the member experience while optimizing infrastructure, data and operations for flexibility and scale. Mr. Barber has over 20 years of experience in leadership experience across a variety of industries, most recently serving as the Senior Vice President of Information Technology at United Natural Foods Inc. Previously, he was the Chief Technology Officer at Airline Report Corporation, where he modernized the technology needed to process billions of dollars in payments annually. While at Dunkin' Brands, he helped lead the technology team that rolled out mobile ordering across 9,000 locations. At Yum! Brands, he supported the team tasked with transforming and modernizing technology and data systems both domestically for KFC and internationally in Australia for Pizza Hut. Mr. Barber holds a B.S. in Management Information Systems from Northwood University.

Bill Bode

Chief Operating Officer

Bill Bode serves as Chief Operating Officer. In this role, he is responsible for bringing to life the Company's non-intimidating, high-value member experience in Planet Fitness clubs. He joined Planet Fitness in 2016 as the Senior Vice President of Franchise Operations. Prior to joining Planet Fitness, Mr. Bode held several senior leadership positions at Dunkin' Brands, including serving as Regional Vice President of Dunkin' Donuts Northeast where he was responsible for overseeing the operations of more than 2,600 restaurants. Throughout his tenure at Dunkin' Brands, Mr. Bode was also responsible for U.S brand compliance and business development along with leadership positions overseeing training, store development, marketing, and franchising. Prior to joining Dunkin' Brands, he was a Dunkin' Donuts franchisee in Richmond, VA.

THE LEADERS OF OUR PLANET

McCall Gosselin

Chief Corporate Affairs Officer

McCall Gosselin joined Planet Fitness in January 2013 and currently serves as Chief Corporate Affairs Officer. In this role, she is responsible for leading internal and external communications, brand reputation, social impact and ESG, government relations, human resources, and HQ operations. Prior to Planet Fitness, Ms. Gosselin worked at Dunkin' Brands on the global public relations team. Prior to Dunkin', she worked at various communications agencies in both Boston and Washington, DC on behalf of various leading retail brands. Ms. Gosselin was named a Top Woman in PR by PR News in 2020. She received her Bachelor's degree in Public Communications from American University in Washington, DC, and served on the Board of Directors for the Boys & Girls Clubs of Manchester, NH.

Chip Ohlsson

Chief Development Officer

Chip Ohlsson joined Planet Fitness in 2025 as the Company's Chief Development Officer. Mr. Ohlsson is an accomplished development executive with extensive experience in the hospitality industry, specializing in launching hotel brands and accelerating growth. He most recently served as Executive Vice President and Chief Development Officer Wyndham Hotels & Resorts from 2015 to 2024, leading the development of 24 hotel brands across North America. During his tenure, he achieved 16 consecutive quarters of growth, restructured sales teams, strengthened relationships with key ownership groups and managed a $29 million annual budget. From 2006 to 2015, Mr. Ohlsson served as Vice President at Starwood Hotels and Resorts where he oversaw the development of hotel brands across the U.S. and Canada. He successfully launched the aloft and Element brands, which became industry leaders, and revitalized the Four Points by Sheraton brand, contributing to the company exceeding its annual growth targets. Earlier in his career, he held roles of increasing responsibility at Cendant Corporation. Mr. Ohlsson holds a Bachelor's Degree in Communications from William Paterson College.

Brian Povinelli

Chief Marketing Officer

Brian Povinelli joined Planet Fitness in 2025 as the Company's Chief Marketing Officer. Mr. Povinelli is a proven brand marketer and executive leader with a career spanning the largest hospitality brands in the world, apparel brands, and marketing agencies. Mr. Povinelli most recently served as Global Head of Marketing & Brand of Marriott International where he was responsible for many of the company's marketing functions, including marketing partnerships, demand generation in the U.S. and Canada markets, loyalty marketing, portfolio marketing/strategy, and brand marketing for over 25 brands. At Marriott, he frequently interacted with Marriott's franchisees and managed a marketing budget of over $1 billion. Prior to this position, Mr. Povinelli served as Marriott's SVP, Global Brand, Loyalty and Portfolio Marketing from 2020 to 2023 and as SVP, Global Brand Leader for Westin, Le Meridien, Renaissance, Autograph Collection, Tribute Portfolio & Design Hotels from 2016 to 2020. Prior to its acquisition by Marriott, Mr. Povinelli held roles of increasing responsibility at Starwood Hotels where he helped grow the Westin, Sheraton and Le Meridien brands. Mr. Povinelli served in advertising and marketing roles at Reebok International from 1999 to 2006. He began his career at Doner Advertising. Mr. Povinelli holds a Bachelor's Degree in Marketing from James Madison University.

THE LEADERS OF OUR PLANET

Sarah Powell

Chief Legal Officer and General Counsel

Sarah Powell joined Planet Fitness in 2025 and serves as the Company's Chief Legal Officer and General Counsel. Ms. Powell has over 25 years of experience in leadership roles as in-house counsel. She most recently served as Executive Vice President, General Counsel and Secretary at global parent company and developer of franchisor brands GoTo Foods (formerly Focus Brands) from 2015 to present. In that role, she developed business, legal and compliance strategies for all brands of the company, which include Moe's Southwest Grill, McAlister's Deli, Schlotzsky's, Auntie Anne's, Cinnabon, Jamba and Carvel, as well as Seattle's Best Coffee in certain international markets. From 2002 to 2015, Ms. Powell served as Senior Vice President, General Counsel & Corporate Secretary at publicly traded automotive aftermarket parts retailer Advance Auto Parts where she was responsible for all company legal matters and set business, legal and compliance strategies. Earlier in her career, she held roles at Delhaize America. Ms. Powell earned her J.D. at Washington & Lee University School of Law and holds a bachelor's degree from the University of Virginia.

Sudhanshu Priyadarshi

Chief Financial Officer and President, International

Sudhanshu Priyadarshi joined Planet Fitness in 2026 as the Company's Chief Financial Officer and President, International, where he oversees the Company's finance, investor relations, strategy and IT functions, while also leading the international business. Mr. Priyadarshi has more than 25 years of leadership experience across premier multinational and consumer-facing businesses. He previously served as President, International and Chief Financial Officer of Keurig Dr Pepper where he drove revenue and earnings growth while managing the company's international business operations. Prior to Keurig Dr Pepper, Mr. Priyadarshi was Chief Financial Officer of Vista Outdoor, where he led global finance, investor relations and M&A. Earlier in his career, he held senior leadership roles across finance and operations at companies including Flexport, Walmart and Cipla, as well as several roles of increasing responsibility at PepsiCo. Mr. Priyadarshi earned a Master of Business Administration in Finance from the University of Technology Sydney and a Bachelor of Science in Physics from T.M. Bhagalpur University in India.

Ed Welsh

Senior Vice President, Chief People Officer

Ed Welsh joined Planet Fitness in 2025 and currently serves as Senior Vice President, Chief People Officer. In this role, he leads the Company's People & Culture function, including talent acquisition, total rewards, employee relations, talent and organizational development, facilities and employee engagement. He partners with Company leaders to shape and execute talent and people strategies that drive organizational performance, enhance the team member experience, and advance the Planet Fitness culture and brand. Mr. Welsh has more than 25 years of human resources and people leadership experience across consumer-facing, retail, franchise and high-growth organizations. Prior to joining Planet Fitness, he served as Chief People Officer at OVME Aesthetics, a retail medical aesthetics company. Previously, he was Partner and Chief People Officer at Atticus Franchise Group, a private equity-backed multi-brand franchise organization. Earlier in his career, Mr. Welsh held human resources leadership positions at Edible Arrangements, Alex and Ani, Gap Inc., Ann Taylor and Macy's. He studied psychology at Fordham University.

WORKING ON A STORY?

We're happy to help.

Email us at press@planetcsc.com