



2025 ESG Summary

ABOUT PLANET FITNESS

At Planet Fitness, we are dedicated to building the largest, most inspiring fitness community where all members are proud to belong — helping millions of people worldwide grow stronger together. As a leader in our industry, with more members than any other fitness brand, we are uniquely able to deliver on our mission to enhance people’s lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment.

2025 FINANCIAL & OPERATIONAL HIGHLIGHTS¹

\$5.3 BILLION
in systemwide sales

\$1.3 BILLION
in annual revenue

20.8 MILLION
members²

2,896
clubs

2,604 franchise | 292 corporate

33
years of operation

4,393
team members³

6
countries

2025 AWARDS & RECOGNITION

ENTREPRENEUR
Fastest-Growing Franchises

FRANCHISE TIMES
Top 400

ATHLETECH NEWS
The Most Innovative Fitness & Wellness Companies of 2025

FRANCHISE BUSINESS REVIEW
Top 200 Franchises for 2025

NEWSWEEK
America’s Most Responsible Companies 2025

NEWSWEEK
America’s Greatest Workplaces 2025

FORTUNE
100 Fastest-Growing Companies

OUR ESG STRATEGY

Our environmental, social, and governance (ESG) strategy focuses on the value we create for all stakeholders – from members, team members, and franchisees, to shareholders, communities, the planet, and partners. By keeping stakeholders at the forefront, we can advance our Purpose while strengthening business performance.

OUR STRATEGIC IMPERATIVES

- Evolve and modernize the planet fitness brand
- Accelerate new club growth globally by driving topline growth and optimizing club formats
- Enhance the member experience to foster brand loyalty and growth
- Refine club floor plans and amenities to enhance franchise returns

OUR PURPOSE

To create a more connected and Judgement Free™ planet where fitness and wellbeing are within reach for all.

- ACCESS: We increase access to fitness for all through our affordable memberships, convenient locations, equipment variety, and donations.
- INCLUSION: We create, promote, and reward inclusive clubs, cultures, and communities.
- SUSTAINABILITY: We strive to leave a positive impact on the world by actively contributing to a healthier planet.

OUR STAKEHOLDERS & THE VALUE WE CREATE

- MEMBERS: Demonstrate our competitive advantage by providing high-value, high-quality fitness in a non-intimidating environment.
- TEAM MEMBERS: Attract and retain a skilled workforce through inclusive hiring practices and an engaging, collaborative work environment.
- COMMUNITIES: Create a positive impact on the communities where we work and live.
- SHAREHOLDERS: Create value by investing in growth opportunities and effectively managing risk.
- PLANET: Mitigate our impact and practice environmental stewardship to meet stakeholder expectations and regulatory requirements.
- FRANCHISEES & PARTNERS: Drive and protect brand value through good governance, ethics, and compliance across our value chain.

ESG MATERIALITY

In 2025, we engaged third-party consultants to conduct a refreshed materiality assessment to ensure the issues we prioritize are aligned with the current landscape and stakeholder expectations.⁴

HIGHEST PRIORITY MATERIAL TOPICS

- Access to Fitness
- Climate Resilience
- Corporate Governance
- Data Privacy & Cybersecurity
- Ethical Business Practices & Compliance
- Health, Safety & Quality
- Inclusion & Belonging
- Member Experience & Satisfaction
- Water Management
- Workplace Engagement, Opportunity & Wellbeing

SOCIAL

Through our focus on accessibility, belonging, and our shared values, we are building a strong and empowered Planet Fitness community – within and beyond our club walls.

ACCESS TO FITNESS

~22%
of clubs are in low-income areas⁵

215 MILLION
people in the U.S. live within a 12-minute drive of a PF club

36%
of members are first-time gymgoers

1,200+
workout tutorials, videos, and guides available on the PF app

3.7 MILLION+
teens participated in High School Summer Pass[®] since the program's inception⁶

\$168 MILLION+
invested to promote youth health and wellness through High School Summer Pass^{®7}

COMMUNITY ENGAGEMENT

\$12 MILLION+
contributed to Boys & Girls Clubs of America (BGCA), our 10-year philanthropic partner, since 2016⁸

\$1.2 MILLION+
raised for BGCA in 2025

1,300+
volunteer hours contributed by 900+ team members supporting 200+ local organizations⁹

WORKPLACE ENGAGEMENT, OPPORTUNITY & WELLBEING

Support team members at every stage of their career through our four-pillar talent management strategy:

Welcome Talent Attraction & New Team Member Onboarding

OUR ACTIONS

Provide robust onboarding program for CSC and corporate club team members, with clear role expectations, manager check-ins, and peer programs

Include Team Member Engagement

KEY ENGAGEMENT SURVEY RESULTS

85 My direct manager encourages and supports my development¹⁰

84 People of all cultures and backgrounds are valued here¹⁰

81 I am inspired by the purpose and mission of Planet Fitness¹⁰

Grow Learning & Development

51
PFU courses available

937,000+
course completions

Reward Benefits, Compensation, & Recognition

OUR ACTIONS

Offer comprehensive healthcare, financial, and work-life flexibility benefits

INCLUSION & BELONGING

51%
of leadership roles¹¹ at CSCs held by women

20%
of CSC workforce considered underrepresented minorities¹²

3
Team Member Resource Groups (TMRGs) – EmpowHER, Judgement Free™ Parents, & You Belong @ PF

OUR ACTIONS

- Conduct annual pay gap assessments with respect to gender and race
- Establish policies for protecting and respecting team members and members

HEALTH, SAFETY & QUALITY

OUR ACTIONS

- Employ rigorous cleanliness practices keeping equipment, locker rooms, shared spaces, and other high-traffic areas looking their best
- Require standardized health and safety training for corporate club team members, including CPR and incident de-escalation training

\$240,000+
distributed to team members experiencing hardship by PF's Disaster Relief Fund since inception

ENVIRONMENT

Environmental stewardship is integral to our Purpose, because a healthy planet makes for healthy communities.

CLIMATE RESILIENCE

17%
decrease in normalized operational energy use¹³ from 2019 baseline

11%
reduction in normalized operational GHG emissions¹³ from 2019 baseline

OUR ACTIONS

- Drive energy efficiency through enhanced building systems and refined club layouts, LED lighting, Department of Energy-compliant HVAC units, and tankless water heaters
- Conducted robust climate risk analysis and published Climate Resilience Report

WATER MANAGEMENT

18%
decrease in normalized operational water use¹³ from 2019 baseline

OUR ACTIONS

Mandate low-flow water fixtures and tankless water heaters across corporate-owned facilities

WASTE & RECYCLING

100%
of equipment is donated, resold, or recycled

OUR ACTIONS

- Encourage reduction of single-use materials in clubs by installing hand dryers and water-refill stations, and using microfiber towels for cleaning
- Leverage single-stream recycling and food scrap donations at CSC to support waste management efforts

SUSTAINABLE SOURCING

100%
of rubber flooring is sourced from recycled materials through our key suppliers

SUPPLIES WITH AN ENVIRONMENTAL FEATURE¹⁴

52% of cleaning supplies
76% of paper products

GOVERNANCE

As one of the largest brands in the fitness club industry, we have a responsibility to our stakeholders to operate with integrity, transparency, and high ethical standards.

CORPORATE GOVERNANCE & ESG OVERSIGHT

OUR APPROACH

- Nom. and & Corp. Gov. Committee oversees ESG
- Chief Corporate Affairs Officer has management-level responsibility for ESG and reports quarterly to the Board
- Director of ESG & Social Impact is responsible for the day-to-day implementation and management of our ESG strategy

ETHICAL BUSINESS PRACTICES & COMPLIANCE

100%
of team members completed annual compliance training

100%
of clubs offer Listen360 platform for reporting concerns

OUR ACTIONS

Launched internal AI Enablement Office to establish governance protocols and policies for responsible artificial intelligence (AI) use across the business

DATA PRIVACY & CYBERSECURITY

OUR ACTIONS

- Deploy enterprise compliance policies that meet requirements of California Consumer Privacy Act (CCPA) and General Data Protection Regulation (GDPR)
- Conduct annual audits and employee trainings to manage risks

ENDNOTES

- 1 As of December 31, 2025.
- 2 As reported in our 2025 Form 10-K.
- 3 Total corporate team members across Planet Fitness Corporate Support Centers (CSCs) and corporate-owned club locations as of December 31, 2025.
- 4 The term "material" and variations thereof refer to materiality in the context of ESG strategies, activities, progress and reporting, and are different than the concept of materiality used in securities or other applicable law. Issues deemed to be material topics for purposes of this report may not be considered material for purposes of federal securities laws.
- 5 As defined by the U.S. Federal Reserve Board, a low-income area is one in which there is a median family income of less than 50% of the area median income.
- 6 Participation and workout data applies to High School Summer Pass in the United States and Canada only and does not include data from the Teen Fit Pass program in Australia.
- 7 Over 3.7 million teen participants in 2025, \$15 per month, three-month program.
- 8 Total contribution includes corporate monetary contributions and funds raised from members, team members, franchisees, and vendors.
- 9 Data includes volunteering by team members in the U.S. and Canada only.
- 10 Compared to the Achievers benchmark, which is 79.
- 11 Includes all CSC team members in manager+ roles and all corporate club managers.
- 12 Underrepresented minorities include Hispanic, Black/African American, Native Hawaiian/Pacific Islander, Asian, American Indian/Alaska Native or two or more races.
- 13 We normalize our operational environmental data to understand our footprint in context with corporate club and CSC growth; we use square footage to normalize because it is the best predictor of energy use, emissions, water use, and waste.
- 14 Reflects purchasing data for the roughly 45% of our system who contract with vendors who provide reporting on supplies with environmental features. Data represents percentage of total reported spend.