

## PRESS KIT



# OUR STORY

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, Planet Fitness' current CEO, 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 provides members and nonmembers more than 1,000 exercises for all levels and interests – it's like having the gym in your pocket! 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 to 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 more than 2,400 locations\* in all 50 states and the District of Columbia, Puerto Rico, Canada, Panama, Mexico, and Australia.\* 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 March 31, 2023

# WHY WE'RE DIFFERENT

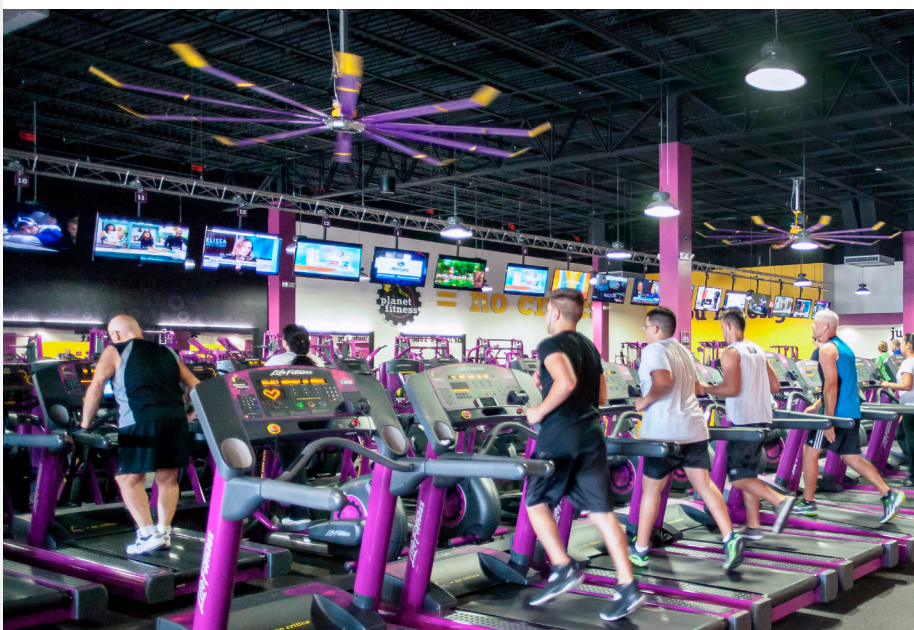
**1 Judgement Free Zone®:** Planet Fitness created the Judgement Free Zone® because we believe anyone, of any fitness level, should feel accepted and respected when they walk into a gym. Our non-intimidating, welcoming environment fosters a sense of community among all members and encourages them to 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 members a large selection of high-quality, brand name cardio, circuit and weight-training equipment for all fitness levels, including first-time and casual gym users.

**3 Exceptional value for members:** Memberships are available for only \$10 per month and include unlimited fitness instruction in small groups through our pe@pf program. PF Black Card® memberships are \$24.99 a month and include the ability to bring a guest every day at no additional charge, access to all 2,400+ Planet Fitness locations, and additional amenities such as massage beds and chairs. The majority of clubs are open and staffed 24/7, giving members the ultimate flexibility in their schedules.

Learn more about what sets our Planet apart [HERE\\*](#)

\* <https://vimeo.com/166265720>



# OUR PLANET KEEPS GROWING

**2,446**

locations\* & growing

**239**

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

**50**

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

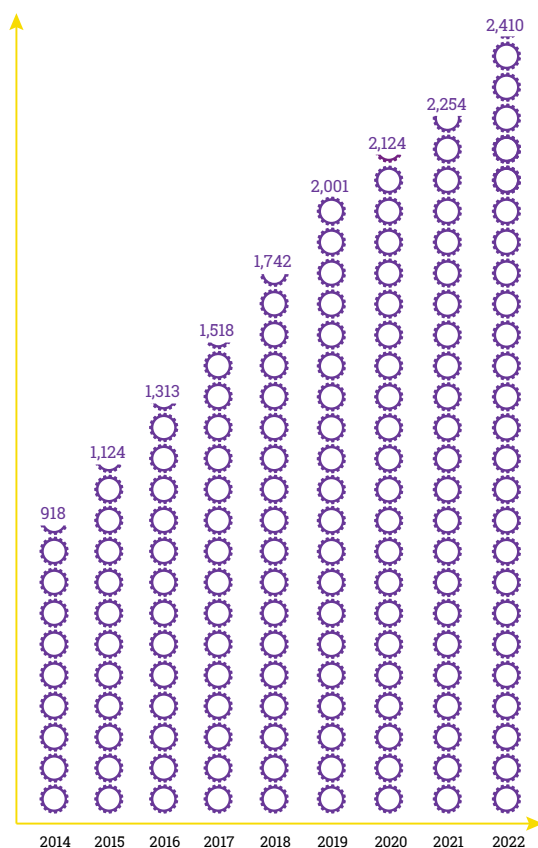
More than  
**90%**

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 9 years\*



## Awards & Accolades

### NEWSWEEK

AMERICA'S BEST CUSTOMER SERVICE

2021: **#3**

(FITNESS CATEGORY)

### ENTREPRENEUR

FRANCHISE 500

2022: **#7**

### FRANCHISE TIMES

TOP 400

2021: **#45**

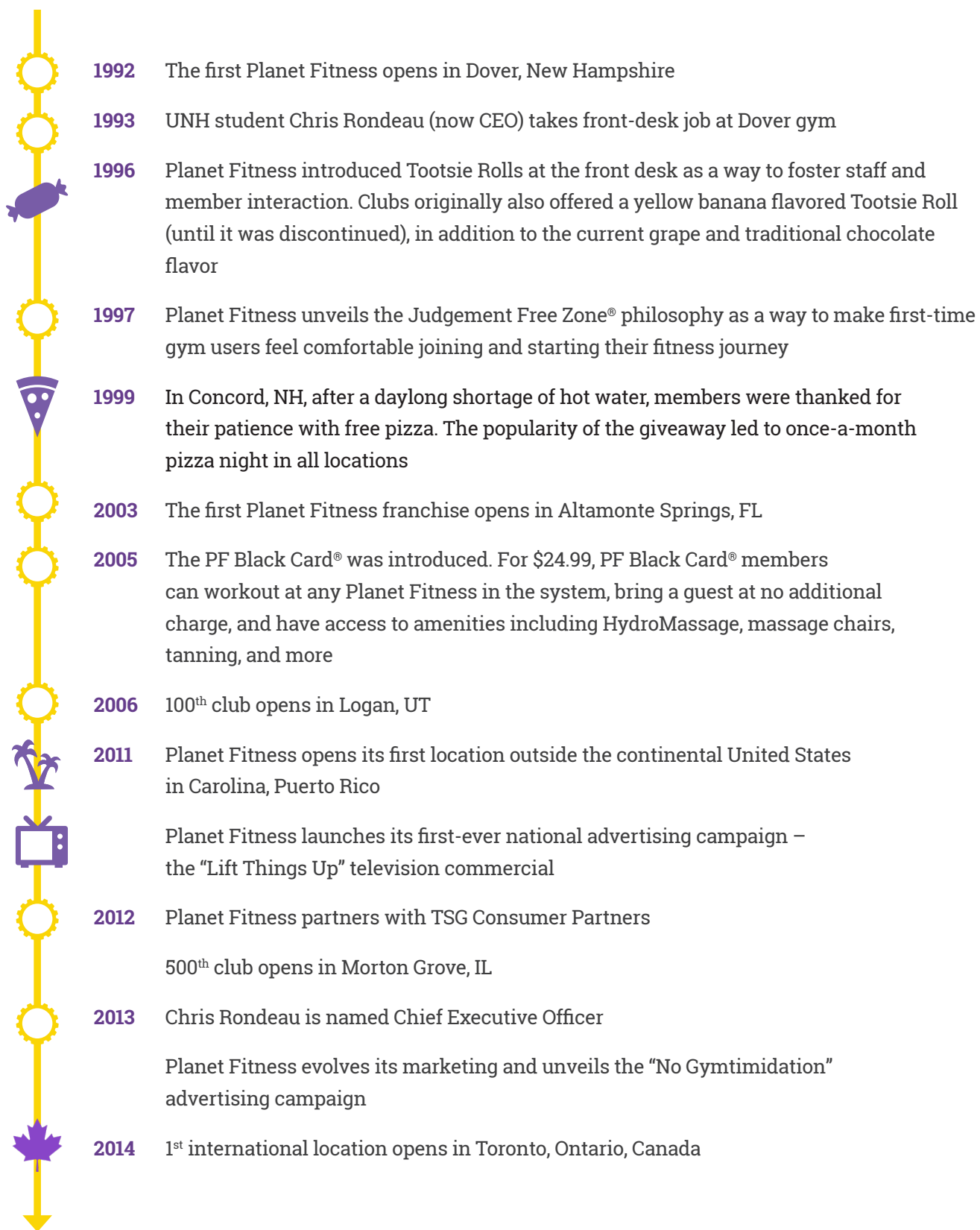
**More than 18.1 million members and counting!\***

\* As of March 31, 2023

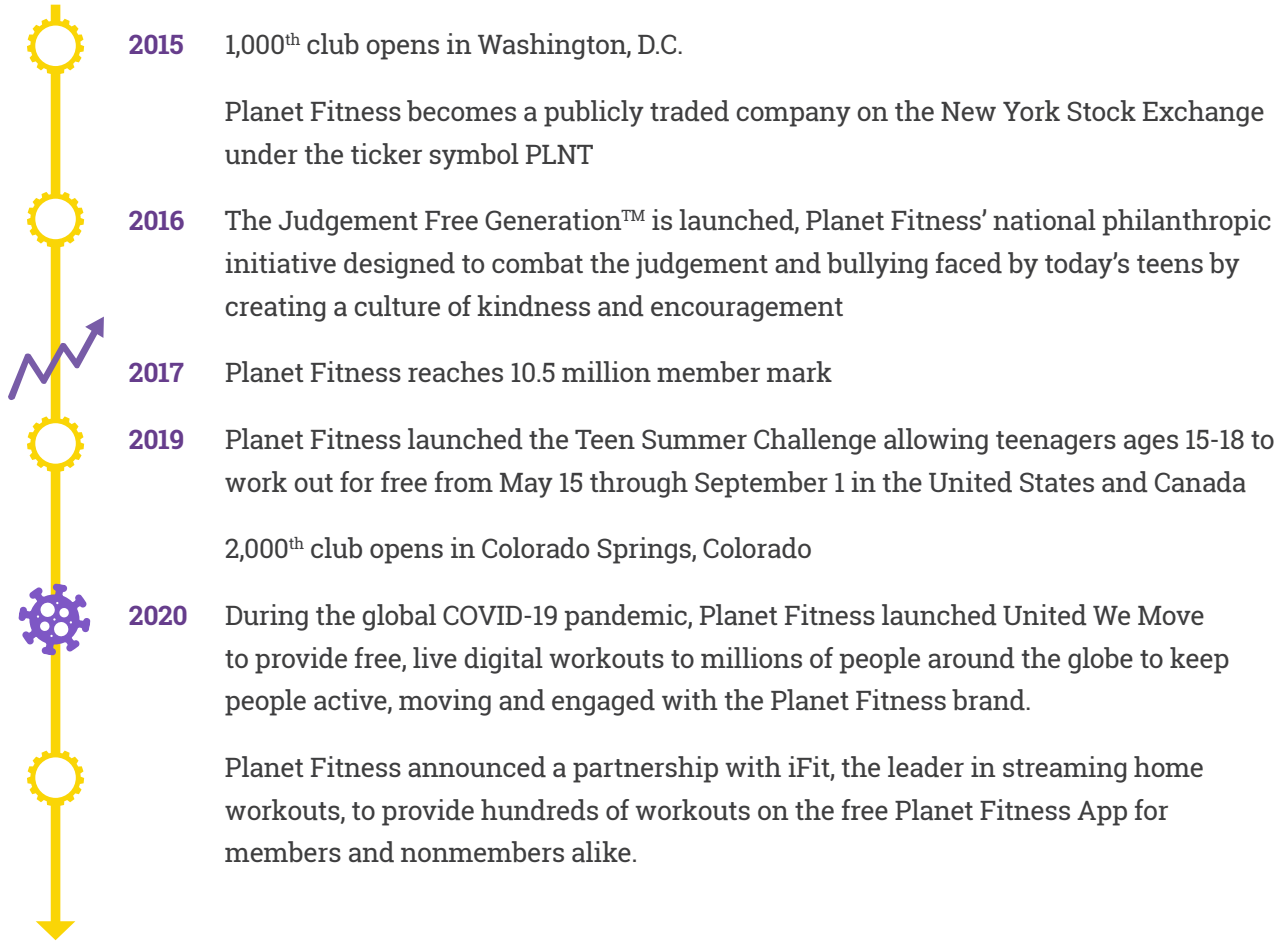
Planet Fitness. [planetfitness.com](https://planetfitness.com)



# TIMELINE



# TIMELINE



# 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.



## Membership is

just \$10 a month – that's the cost of two, medium 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. 😊



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

## More than 75% of Planet Fitness franchisees did not come from the gym industry.

Some of our franchisees are former fighter pilots, doctors, investment bankers, economists, and lion tamers. (Just kidding about that last one)

# 75%

## Pizza Night is the first Monday of every month.

On average, a club serves more than 5,500 slices of pizza per year – that's more than 9 million slices served at Planet Fitness a year.



## Bagels are served on the second Tuesday of every month.

Each club serves more than 2,600 bagels per year – that's more than 4 million bagels served at Planet Fitness a year.

# GIVING BACK

## 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.

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.

## 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.

## The Details:

Through our corporate support and fundraising efforts, 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 BGCA clubs with reach to approximately 4.6 million youth
- Awarded \$5,000 scholarships to 180 youth who embody our judgement free values and promote inclusion in their communities, representing a \$900,000 investment since 2017
- Built more than 36 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 \$7 million since 2016 in support of Boys & Girls Clubs of America and local Boys & Girls Clubs.**



THE  
**JUDGEMENT FREE  
GENERATION**

*a pro-kindness, anti-bullying movement*

## THE FACTS:

**10.6% of youth in the U.S. have reported experiencing severe depression<sup>1</sup>**

The rate of depression is even higher in multi-racial and LGBTQ+ youth <sup>2</sup>

It's been proven that being kind to others has profound and measurable physical and mental benefits<sup>3</sup>

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<sup>4</sup>

<sup>1</sup> Mental Health America, 2022 State of Mental Health Report

<sup>2</sup> The Trevor Project, National Survey on LGBTQ Youth Mental Health 2021

<sup>3</sup> Edutopia

<sup>4</sup> No Bully



**BOYS & GIRLS CLUBS  
OF AMERICA**

<sup>1</sup> Mental Health America, 2022 State of Mental Health Report

<sup>2</sup> The Trevor Project, 2021 National Survey on LGBTQ Youth Mental Health

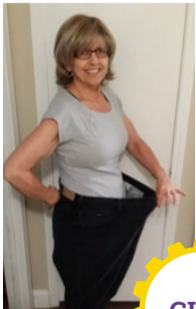


# REAL STORIES FROM REAL MEMBERS



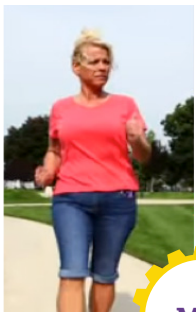
JIM

Jim from Omaha, NE struggled with his weight his whole life, but after becoming a father he realized he needed to make a change and get healthy. The journey did not come easy. Like many, Jim was intimidated to go to the gym but he pushed past that fear and anxiety and committed himself to walking one mile on a treadmill. The endorphin rush of taking that first step led Jim to become a regular at his local Planet Fitness. After one year and more than 200 pounds, Jim is determined to keep going and never give up on his goals. By sharing his story, Jim hopes he can inspire others to do the same.



GINA

Gina, a mother from Pensacola, FL has lost more than 135 pounds! She topped the scale at 285 pounds and has battled a host of health issues. No longer allowing herself to be put at risk, Gina decided to change her life. Now, with good eating habits and a strong-willed commitment to her local Planet Fitness, Gina has accomplished her goals. Gina encourages others not to think so much about the future, but take a small step today to be healthy for tomorrow.



MEL

Melissa (Mel) from Fort Wayne, IN is a hardworking, selfless mother who has always wanted the best for everybody else. Because of this attitude, fitness and health always fell to the backburner. At one point menial tasks like going up and down the stairs were exhausting. The turning point came with the passing of her best friend, and she became dedicated to changing her ways and losing the weight. Approximately 100 pounds later, Melissa is a constant gym-goer at her local Planet Fitness and is proud to show off her smaller jeans and new figure. Melissa hopes her story will bring courage to others to take the first step in reaching their goals.

**Anything is possible in a Judgement Free Zone.**

To read more inspiring stories and see the success you can achieve without gymtimidation, visit [PlanetOfTriumphs.com](https://www.planetfitness.com/planetoftriumphs) where real Planet Fitness members are posting every day.

# THE LEADERS OF OUR PLANET

## **Craig Benson, Interim CEO**

Benson has served on the Planet Fitness Board of Directors since July 2017. He currently serves as the Chief Executive Officer at Soft Draw Investments, LLC. Benson has also been a franchisee of Dunkin' Donuts LLC for over 15 years with 147 stores. He previously served as the 79th Governor of the State of New Hampshire. During his tenure, the Cato Institute recognized Benson as the most effective new governor in the country, as well as the second most effective of all governors nationwide. In 1983, Benson co-founded Cabletron Systems, Inc., a leading provider of networking solutions. During Benson's 17-year tenure, he served in various roles as Cabletron's Chairman, CEO, COO and President, helping take the company from a garage start-up to a publicly traded company with 7,000 employees and annual sales exceeding \$1.6 billion. He serves as the Vice Chairman of the Trustees of Babson College. He previously served as a Director of Sycamore Networks Inc. from October 2007 to April 2013. Benson graduated from Babson College with a degree in Finance and completed an MBA in Operations Management from Syracuse University. He also holds honorary degrees from Dartmouth College, Thomas Jefferson University, the University of New Hampshire and Grand Valley State 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 Operations Officer**

Bill Bode has served as Planet Fitness Chief Operations Officer since December 2020. In this role, he leads our Franchise Operations, Corporate Operations and Vendor teams. 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



## **Tom Fitzgerald, Chief Financial Officer**

Tom Fitzgerald joined Planet Fitness in 2020 as the Company's Chief Financial Officer. In this role, he is responsible for all aspects of financial strategy and management. Mr. Fitzgerald has over 30 years of leadership experience in financial management in the retail industry, most recently serving as Chief Financial Officer and Senior Vice President at Potbelly Sandwich Works. Prior to Potbelly, he served in varying executive roles at Charming Charlie Inc. including President and Chief Financial Officer, and Chief Administrative Officer. Previously, Mr. Fitzgerald served as Chief Administrative Officer of Sears Canada. Additionally, he held several leadership positions at Liz Claiborne, was Chief Financial Officer at Burlington Coat Factory, and served as Chief Operating Officer of Bath & Body Works. Mr. Fitzgerald began his career at PepsiCo, where he held various leadership roles in finance and planning. Mr. Fitzgerald holds an MBA in Finance from Indiana University Kelley School of Business and received his Bachelor's degree in Finance from the University of Florida.



## **Kathy Gentilozzi, Chief People Officer**

Kathy Gentilozzi joined Planet Fitness in 2019 as the Company's Chief People Officer. In this role, she oversees general HR operations, talent acquisition, leadership development, business partner support, culture and employee engagement, benefits and compensation. Ms. Gentilozzi has more than 30 years of Human Resources leadership experience at national retail brands, most recently serving as Executive Vice President of Human Resources at FULLBEAUTY Brands where she led all HR initiatives to support 2,000 associates. Prior to that, Ms. Gentilozzi served as Senior Vice President of Human Resources at Aéropostale, supporting over 25,000 employees in 1,000 retail locations throughout the U.S., Canada, and Puerto Rico. She also served as Senior Vice President of Human Resources at Macy's Inc., and has held various leadership positions at The May Department Store Company, including corporate and division roles. Ms. Gentilozzi is a certified Senior Professional in Human Resources (SPHR). She received her Bachelor's degree from Eastern Connecticut State University.



## **Sherrill Kaplan, Chief Digital Officer**

Sherrill Kaplan joined Planet Fitness in June 2021 as Chief Digital Officer. In this role, she is responsible for driving our digital vision and strategy, including leading the continuous enhancement of our mobile app, with a focus on consumer engagement, loyalty and a differentiated omni-channel experience to accelerate Planet Fitness' growth and success. Ms. Kaplan has over 20 years of experience, most recently serving as Global Marketing Operations Advisor for Advent International, a global private equity firm. Previously, she served as Head of Marketing and Sales for Zipcar, the world's leading car-sharing network, where she was a key member of the executive leadership team responsible for demand and revenue generation and all marketing functions. Prior to that, she served as the Vice President of Digital Marketing & Innovation at Dunkin' Brands where she was responsible for developing and marketing Dunkin's digital platforms, including the DD Mobile app and the DD Perks loyalty program. Earlier in her career, Ms. Kaplan held several digital and marketing leadership roles at global brands including American Express and Citi, Inc. She serves as an independent member of the Fiesta Restaurant Group Board of Directors, as well as the Massachusetts Innovation & Technology Exchange (MITX). Ms. Kaplan holds a B.S. from Boston University and an M.B.A. from the University of Denver, Daniels College of Business.

# THE LEADERS OF OUR PLANET



## **Jamie Medeiros, Chief Brand Officer**

Jamie Medeiros joined Planet Fitness in 2000, where she worked at the front desk in the Company's third location before transitioning to the Planet Fitness corporate marketing team. In her role as Chief Brand Officer, she is responsible for leading Planet Fitness' brand strategy and working collaboratively with agencies and across the organization to ensure the brand vision comes to life through national and local marketing strategy, creative, brand marketing sponsorships and activations, and social media. Throughout her tenure, she has held roles of increasing responsibility, with her most recent position being Vice President of National Marketing. Ms. Medeiros has been instrumental in developing and refining Planet Fitness' marketing strategy and differentiated 'Judgement Free' positioning in the fitness industry. She played a pivotal role in creating breakthrough nation marketing campaigns that have built the brand over the past two decades, including iconic advertising campaigns like 'Lift Things' and 'No Gymtimidation,' along with pillar marketing sponsorships like the brand's New Year's Eve celebration in Times Square. Ms. Medeiros received her Bachelor's degree from the University of New Hampshire.



## **Jennifer Simmons, Division President, Corporate Clubs**

Jennifer Simmons joined Planet Fitness in 2013 as a business analyst, later joining the executive leadership team as Senior Vice President of Business Strategy and Analytics and in 2022 was named Division President, Corporate Clubs. In her role as Division President, Corporate Clubs, Ms. Simmons will be responsible for leading the Company's Corporate Club portfolio – including driving overall performance, leading and developing the team, and identifying strategic growth and expansion opportunities of the brand's corporate store fleet, which consists of more than 200 locations across 14 states and Canada. Throughout her tenure with Planet Fitness, Ms. Simmons built the Business Strategy and Analytics functions from the ground up, leveraging data, analytics and insights to develop and drive Planet Fitness' overarching corporate strategy, propel the business forward, and reinforce the brand's industry leadership position. As a result, she has played an instrumental role in the major strategic decisions made by the Company. Prior to joining Planet Fitness, Ms. Simmons worked in Finance and Business Planning roles for Timberland, PepsiCo, and Fisher Scientific International. Ms. Simmons has an MBA in Finance from the University of New Hampshire and holds dual Bachelor's degrees in Economics and Sociology from Indiana University.



## **Brian O'Donnell, VP, Chief Accounting Officer**

Brian O'Donnell joined Planet Fitness in February 2016 and currently serves as VP, Chief Accounting Officer. In this role, he oversees the Company's accounting and treasury functions. Mr. O'Donnell has nearly 20 years of experience in a variety of finance and accounting roles. Prior to joining the Company, Mr. O'Donnell most recently served as Vice President of Finance and Chief Accounting Officer at Sonus Networks. Prior to Sonus, he worked for more than 10 years in public accounting with both Deloitte and Touche and Arthur Andersen. Mr. O'Donnell holds a CPA and received his Bachelor's degree in Accounting from Assumption College in Massachusetts.





**McCall Gosselin, SVP Communications and Corporate Social Responsibility**

McCall Gosselin joined Planet Fitness in January 2013 and currently serves as SVP of Communications and Corporate Social Responsibility, bringing more than 15 years of experience to the brand. In this role, she is responsible for all aspects of the company's internal and external communications, including public relations, crisis management, executive communications, philanthropy, community relations and sustainability. Prior to Planet Fitness, Ms. Gosselin spent 6 years on the global communications team at Dunkin' Brands. Prior to Dunkin', she worked at various communications agencies in both Boston and Washington, DC on behalf of leading global brands. Ms. Gosselin received her Bachelor's degree in Public Communications from American University in Washington, DC. She currently serves on the Board of Directors for the Boys & Girls Clubs of Manchester, NH.



**Justin Vartanian, General Counsel**

Justin Vartanian serves as our General Counsel and has been with the company since March of 2014. Justin played a critical role in the company's initial public offering in August of 2015 and has since overseen all public company, corporate governance and franchising matters as a key member of the company's leadership team. Prior to joining Planet Fitness, Justin was a corporate attorney at Devine Millimet. He also currently serves on the Board of Directors of the NH/VT Region of the American Red Cross.



**Working on a story? We're happy to help.**

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