



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 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 more than 2,575 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 December 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 2,575 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.



# OUR PLANET KEEPS GROWING

**2,575**

locations\* & growing

**256**

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

**50**

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

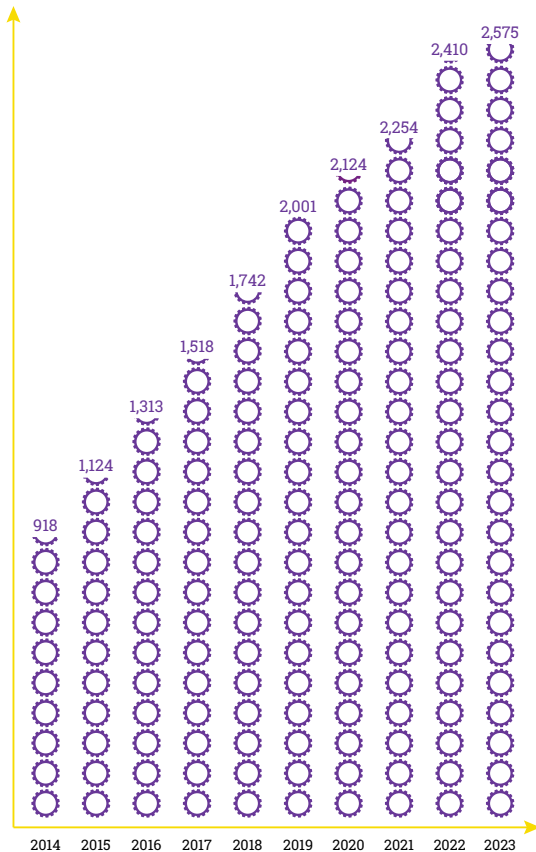
More than  
**90%**

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 10 years\*



## Awards & Accolades

### NEWSWEEK

AMERICA'S BEST CUSTOMER SERVICE

2023: **#3**

(FITNESS CENTERS CATEGORY)

### ENTREPRENEUR

FRANCHISE 500

2023: **#1**

(FITNESS CATEGORY)

### FRANCHISE TIMES

TOP 500

2023: **#29**

### FORBES

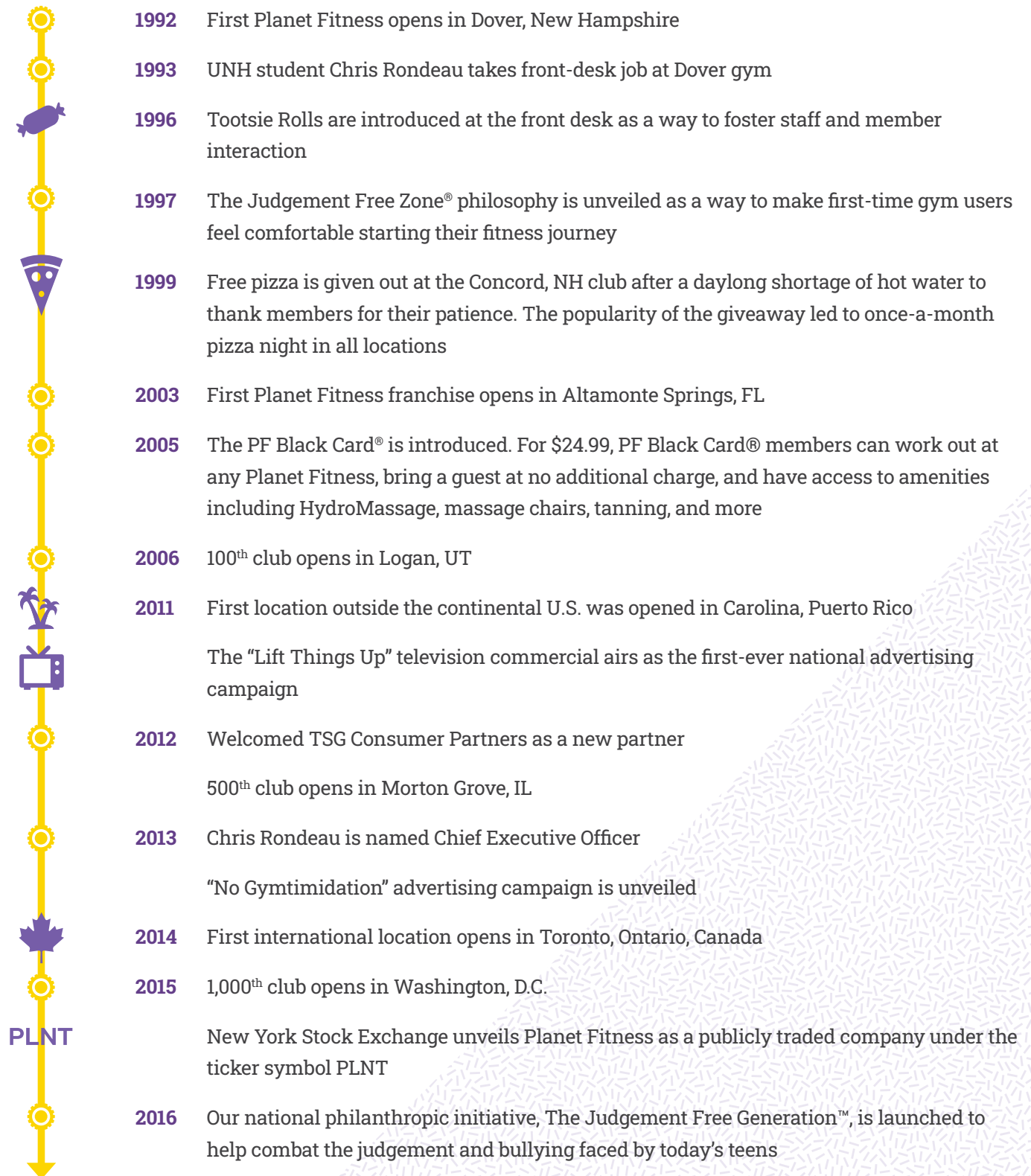
AMERICA'S BEST EMPLOYERS 2023

CATEGORY: MIDSIZE EMPLOYERS TRAVEL & LEISURE

**More than 18.7 million members and counting!\***

\* December 31, 2023 numbers

# TIMELINE



# 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
- 2,000<sup>th</sup> 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

# 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!**



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

## \$1,150,000

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



In 2022, **100% of equipment** from Planet Fitness clubs was either donated or resold.

## 'e'

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\*.



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

\* As of March 31, 2023

# PF PURPOSE

We are guided by our purpose to create a more judgement free planet where health and wellness is within reach for all.



## 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

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

**\$8.38 Million**  
contributed to the Judgement Free Generation® since 2016<sup>1</sup>

First-ever **pay equity audit** completed

### Environmental

**13%**  
decrease in total normalized GHG emissions<sup>2</sup>

**47%**  
of purchased materials had an environmental feature<sup>4</sup>

**18%**  
decrease in normalized corporate club water use<sup>3</sup>

**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](#)

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

<sup>2</sup> 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).

<sup>3</sup> 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).

<sup>4</sup> 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®**

*a pro-kindness, anti-bullying movement*

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<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>

## 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:

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.**

<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](#)

<sup>3</sup> Edutopia

<sup>4</sup> No Bully

# 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**

### **Division President, US Franchise**

Bill Bode serves as Division President, U.S. Franchise. 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.



## **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.



## **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.

# THE LEADERS OF OUR PLANET



## **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**

### **SVP, 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.



## **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.

Email us at [press@pfhq.com](mailto:press@pfhq.com)

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

