



**planet fitness<sup>®</sup>**

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**2021 ESG REPORT**



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# MESSAGE FROM OUR CEO

It's hard to believe that this year marks the 30th anniversary of the Planet Fitness brand. This milestone is both personal and professional for me, as I joined the company one year after it was founded, working in the first store in Dover, NH, in 1993. Our organization has grown leaps and bounds since my first day on the job, but our mission to improve people's lives and create a healthier world has not wavered.

As we reflect on 2021, there is so much to be proud of as Planet Fitness continues to democratize fitness with our differentiated model, breaking down the key barriers of intimidation and affordability and making fitness accessible for all. Our unique approach to exercise not only creates a non-intimidating and affordable gym option, but also a supportive and inclusive community that makes people feel welcome and like they belong.

As our brand has grown, so too has our ability and opportunity to help truly change the world for the better. We've seen first-hand the repercussions of not prioritizing our mental and physical wellness, exacerbated by a global pandemic. In navigating COVID-19, a health crisis that disproportionately impacts those with comorbidities such as obesity, diabetes and cardiovascular disease, equitable access to fitness centers for one's physical and mental wellbeing has never been more important. We believe that fitness is essential and that our industry is a key part of today's healthcare delivery system.

We have always been a purpose-led brand and our ESG strategy, PF Purpose, guides our investment in key areas that we see as fundamentally interconnected - Physical Health, Emotional Health and Planet Health - as we challenge ourselves to be more ambitious, more impactful and more transparent in our reporting.

In 2021, we continued to prioritize the safety, inclusion and long-term success of our club members, team members and franchisees, while working to increase our positive impacts on our communities and decrease the negative impacts on our environment. This year brought forward a number of significant initiatives of which I am particularly proud. Those efforts include:

- Being recognized as the first fitness brand to achieve the WELL Health-Safety Rating for Facility Operations and Management by the International WELL Building Institute.
- Announcing a partnership with the Coalition for Inclusive Fitness, committing to expanding accessible equipment to benefit people with disabilities.
- Setting timebound goals to increase representation across our corporate workforce with a focus on women and the Black, Indigenous and people of color (BIPOC) community.
- Contributing \$7M in support of Boys & Girls Clubs of America since the launch of our Judgement Free Generation® initiative in 2016, with a focus on creating a kinder, more inclusive future for youth.

- Expanding our environmental impact measurement and aligning our reporting to the internationally recognized framework of the Sustainability Accounting Standards Board (SASB).

I believe in this brand, I believe in our people, I believe in the product we offer and in our responsibility to improve the communities where we live, work and workout. While great things were accomplished this year, our work is far from done. According to the International Health Racquet & Sportsclub Association, approximately 80% of the U.S. and Canadian populations over the age of 14 do not belong to a gym. Our opportunity to expand the marketplace and in turn, inspire people to get off the couch and start building a healthier future for themselves, is what excites me most. As one of our franchisees once said, for many of our members, the heaviest weight in the gym is the front door. This year certainly had its challenges, but no matter what you look like, what your experience is or where you are on your wellness journey, Planet Fitness is for you.

Come as you are – we'll hold the door for you.

Best,



Chris Rondeau



# ABOUT PLANET FITNESS

At Planet Fitness, we are on a mission to democratize fitness by breaking down the barriers of intimidation and affordability to make fitness truly accessible to all.

Our unique high-quality, low-cost experience enables our members to build lasting active lifestyles in a safe, judgement free environment where everyone feels accepted and respected. We believe that fitness has the power to spark positive change – with indisputable benefits to our physical and mental health, and our overall wellbeing.

Enhancing people’s lives and creating a healthier world fuels everything we do. As one of the largest and fastest-growing franchisors and operators of fitness centers, we have the responsibility to use our size and scale to develop far-reaching impact in our members’ lives and in the communities where we live, work and workout.

Building upon the foundation established within our inaugural [PF Purpose Report](#) published last year, our ESG strategy continues to prioritize three focus areas where we can have the most impact: Physical Health, Emotional Health and Planet Health. We see these key areas as inherently connected through the positive mental health benefits that come from a physically active lifestyle, and the inextricable link between human health and planet health.

Underscored by a commitment to responsible and growth-oriented business practices, this strategy serves as the guide for our ESG programs, initiatives and investments, and signifies our intention to drive progress through transparent disclosure on material topics.

## 2021 PLANET FITNESS HIGHLIGHTS

**\$3.4 BILLION**  
in system-wide sales

**\$587 MILLION**  
revenue

**380+ MILLION**  
workouts taking place in Planet Fitness gyms

**15.2 MILLION**  
members

**2,254**  
stores  
- 2,142 Franchise  
- 112 Corporate

**29**  
years of operation

**5**  
countries



## OUR ROLE WITHIN THE HEALTH CONTINUUM DURING COVID-19

At no other time has our goal to democratize fitness been more important. In a study<sup>1</sup> commissioned by Planet Fitness in April 2021, more than three out of four Americans (77%) reported that at least one aspect of their overall health and wellbeing has been negatively impacted by the pandemic. The toll on mental health has been particularly dire, with respondents saying that feelings of isolation (64%) and loneliness (59%) have increased since the start of the pandemic.

But the study also found that the tides are shifting – 92% of impacted Americans reported that they are proactively doing at least one thing to improve their mental health. Physical fitness has wide-reaching impacts across the health continuum, as exercise has been scientifically proven to boost mood, reduce stress and improve self-confidence.<sup>2</sup> Through our wide-reaching footprint, our judgement free philosophy and our affordability, we believe that Planet Fitness has an important role to play in driving positive mental, physical and emotional health outcomes for our members and communities.

Throughout the pandemic, we have prioritized the health and wellness of our members, team members and communities to ensure we can continue to deliver accessible, affordable fitness at a time when it is needed most. During lockdowns that forced

temporary club closures, members had access to free guided workouts through our app and on our social channels. As we began to re-open our clubs in the second half of 2020 and into 2021, we introduced enhanced cleanliness measures to help keep our members and team members healthy, including a touchless check-in experience, self-service cleaning stations stocked with disinfectant spray and increased sanitization frequency in high-touch areas.

As of the publication of this report, Planet Fitness has not experienced any permanent store closures as a result of the pandemic and continues to closely monitor the ongoing health crisis.



<sup>1</sup> Online survey conducted by Kelton Global, a Material Company, to 1,004 nationally representative Americans ages 18 and over, with a margin of error of +/- 3.1 percent.

<sup>2</sup> Depression and anxiety: Exercise eases symptoms. Mayo Clinic. <https://www.mayoclinic.org/diseases-conditions/depression/in-depth/depression-and-exercise/art-20046495>



# ABOUT THIS REPORT

The 2021 Planet Fitness ESG Report provides a holistic view of the impacts of our operations and reflects the strategic connection between our business and our corporate responsibility, inclusive of social impact, environmental sustainability and responsible operations. We see these areas as fundamentally aligned with and critical to our overall corporate growth strategy.

The disclosures in this report cover our 2021 fiscal year (January 1-December 31, 2021), unless otherwise stated, and demonstrate our commitment to meaningful, systemic and long-term value creation across our multi-faceted stakeholder groups. We are committed to evolving our approach to ESG reporting, including expanding our impact measurement, creating established data collection processes and aligning to internationally recognized frameworks and standards. This includes our first-ever disclosures in line with the Value Reporting Foundation's Sustainability Accounting Standards Board (SASB) recommendations for the Leisure Facilities industry, found on page 35 of this report.

As we continue to evolve our ESG disclosures, we look forward to further refining our reporting frameworks and learning from our peers and partners to remain aligned with advancing industry and non-financial reporting practices.

## ESG MATERIALITY & STAKEHOLDER ENGAGEMENT

In 2018, we completed our first ESG materiality and prioritization assessment, which identified key environmental, social and governance issues and topics most material to Planet Fitness. To ensure our ESG strategy reflects current and emerging trends, we conducted a materiality refresh in 2021 with an updated assessment and topic prioritization exercise.

This process included direct engagement with relevant internal subject matter experts and key external stakeholders – including Planet Fitness franchisees and a recognized fitness club industry association – through in-depth listening sessions. We also analyzed shifting economic trends, recommendations from standards setters, such as SASB, and global conversation around ESG issues to further understand and prioritize the issues impacting our business, as well as those on which Planet Fitness has the greatest potential impact.

The exercise reaffirmed the importance of the issues previously identified in the 2018 assessment, while prompting select updates to streamline and reprioritize several key ESG topics. The revised assessment identifies the highest priority issues based on importance to our business and stakeholders.

## HIGHEST PRIORITY ISSUES

Access to Fitness

Data Security & Privacy

Diversity, Equity & Inclusion

Health & Safety

Human Capital Investments

Energy & GHG Emissions

Ethics, Transparency & Governance

Sustainable Operations





# SOCIAL

We are committed to increasing access to physical and emotional health for our members and for underserved populations by breaking down social and financial barriers to fitness. We promote health and safety within our stores and champion an inclusive, engaged, judgement free culture among our members and team members, and in support of the next generation.



# ACCESS TO FITNESS

We believe that fitness is essential to overall health. Many studies show that fitness is vital for physical and emotional wellbeing, yet only 23% of Americans get the exercise they should.<sup>3</sup> Before COVID, research found that 70% of Americans were considered obese or overweight and, during the pandemic, 42% of people in the U.S. said they had gained weight - averaging 29 pounds per person - with 10% having gained more than 50 pounds.<sup>4</sup> This presents a significant health challenge, particularly given the chronic diseases that are associated with being overweight, including diabetes and cardiovascular disease.

While many gyms focus on helping the fit get fitter, our goal is to promote physical activity for those who may not have it as part of their routines. At Planet Fitness, we make every effort to remove barriers of intimidation and affordability to fitness and expand access for all – from our low-cost, high-quality business model to our encouraging, judgement free fitness policies.

## JUDGEMENT FREE ZONE®

Through our Judgement Free Zone®, we provide a welcoming environment where everyone feels accepted, respected and empowered to build lasting, active lifestyles – regardless of their fitness level. It is our commitment to supporting our members no matter where they are in their wellness journey.

15.2M members

40% of our members, approximately, are first-time gymgoers

77% of Americans live within 10 miles of a Planet Fitness facility



<sup>3</sup> Centers for Disease Control: <https://www.cdc.gov/nchs/fastats/exercise.htm>

<sup>4</sup> APA Stress in America survey: <https://www.apa.org/news/press/releases/2021/03/one-year-pandemic-stress>



## HIGH-QUALITY FITNESS AT AN AFFORDABLE COST

We know that cost can be a significant barrier to fitness for many Americans.<sup>5</sup> Through our \$10 per month model for our standard membership, we create opportunities for getting active and healthy in affordable, accessible ways, including:

- **Welcoming, approachable environment** that provides everyone with a sense of community and connection
- **Free small group fitness training** through our PE@PF program for members looking for extra support and guidance on their fitness journeys from our certified trainers
- **Over one thousand guided app workouts and expanded digital offerings** to meet our members' needs, wherever they are, and provide a gateway to fitness for those who may not yet feel comfortable going into the gym
- **Quality cardio and strength equipment** that is replaced regularly to provide the best experience to our members

Approximately 20% of our stores are located in areas that the U.S. government deems “low income,” providing access to improve health and wellness in underserved communities.

## PIONEERING INCLUSIVE FITNESS

In 2021, we announced a new commitment to expand offerings to accessible equipment benefiting people with disabilities in partnership with the Coalition for Inclusive Fitness, a joint effort of Paralyzed Veterans of America, National Council on Independent Living and American Council of the Blind. The partnership supports the Coalition's efforts to lead the industry in providing people with disabilities equal access to, and opportunities for, healthy and active lifestyles.



As part of this effort, Planet Fitness has committed to the following:

- Enhancing the amount and variety of accessible equipment by adding new equipment that conforms with ATSM (formerly known as American Society for Testing and Materials) standards as it becomes commercially available for purchase
- Providing inclusive equipment in all new clubs and adding it to existing clubs across the country as franchise owners replace current offerings
- Adding the inclusive fitness symbol on all accessible equipment and sharing information about the rollout of new equipment as it becomes available

<sup>5</sup> Centers for Disease Control: <https://www.cdc.gov/physicalactivity/basics/adding-pa/barriers.html>



# JUDGEMENT FREE GENERATION<sup>®</sup>

We know that inclusion, acceptance and a sense of belonging have never been more important as we collectively address the social, emotional and mental health impacts facing our members and communities in recent years. Youth in particular have been significantly affected by the COVID-19 pandemic, with 10.6% of youth in the U.S. having reported experiencing severe depression. This rate is even higher among youth who identify as more than one race<sup>6</sup> or are part of the LGBTQ+ community.<sup>7</sup>

That's why we remain committed to extending our philosophy of the Judgement Free Zone<sup>®</sup> beyond our clubs and into our communities through our signature cause program – the Judgement Free Generation<sup>®</sup>. Since 2016, we have partnered with Boys & Girls Clubs of America (BGCA) to empower the next generation to promote kindness and contribute to a more judgement free planet. The partnership has supported an evidence-based training model that promotes social-emotional skills for Boys & Girls Clubs' professionals and youth to foster empathy and establish positive interactions among peers.

Given the changing social landscape for youth, our partnership has increased in focus to deliver trauma-informed programming, which acknowledges and aims to understand the far-reaching impact of traumatic experiences and respond in ways that reduce destructive behaviors and encourage positive growth. Through the partnership, BGCA will be able to deliver more trauma-informed care trainings to their Clubs across the country, equipping staff with the tools to reinforce the safety, trustworthiness, collaboration, peer support and empowerment that trauma strips away. The comprehensive goal of these efforts is to stop bullying and negative peer interactions before it starts.



## 2021 PARTNERSHIP HIGHLIGHTS

- Presented \$150,000 in scholarships to 30 youth in 2021 who embody our judgement free values and promote acceptance, inclusion and kindness in their communities
- Hosted our fifth annual fundraiser for BGCA, with 100% of donations raised in clubs and online directly supporting our joint mission to foster a culture of acceptance and inclusion for underserved youth
- 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
- Sponsored 10 Community Kindness Grants to provide local BGCA clubs with funding for community projects, including projects to support healthcare workers during the pandemic

<sup>6</sup> Mental Health America, 2022 State of Mental Health Report: <https://mhanational.org/issues/state-mental-health-america>

<sup>7</sup> The Trevor Project, National Survey on LGBTQ Youth Mental Health 2021: <https://www.thetrevorproject.org/survey-2021/>



# JUDGEMENT FREE GENERATION<sup>®</sup> BY THE NUMBERS



**\$7M+**

contributed to  
BGCA since 2016

**130**

scholarships  
awarded to youth  
since 2017

**35+**

Mini Judgement  
Free Zones built  
since 2018

**17K+**

views of our Behavior  
Support Toolkit by BGCA  
staff since 2020



# DIVERSITY, EQUITY & INCLUSION

At Planet Fitness, we believe in diversity of ideas, perspectives and characteristics – including gender, race, ethnicity, age, sexual orientation, cultural background, religious beliefs and value systems, veteran status and disability. We are committed to looking inward to make sure we are truly representing the Judgement Free Zone® in everything we do.

## OUR DE&I VISION

**We are more than your neighborhood fitness center – we are the Judgement Free Zone®. Celebrating and championing diversity. Increasing access to fitness and wellness. Providing an environment where everyone feels like they belong.**

These foundational promises are the bedrock of our company, and they extend beyond the workout experiences we provide to our members. Our Judgement Free Zone® embodies our commitment to Diversity, Equity & Inclusion (DE&I) and fuels our actions not only within our clubs, but also for our employees, franchisees and the communities we serve.





OUR DE&I ROADMAP

To advance our vision, in December 2020, we formed a cross-functional DE&I Task Force made up of corporate headquarters team members and franchisees to create a strategic DE&I Roadmap, which focuses on four key pillars.

In 2021, we established our priorities and commitments across these four areas, against which we will measure our progress and hold ourselves accountable moving forward.

In addition to our strategy to advance DE&I across the organization, we have enacted policies in our clubs to ensure the judgement free philosophy extends to all members. These include policies to protect the rights of transgender members and our commitment to being an equal opportunity employer. For more, see our [Policies page](#).

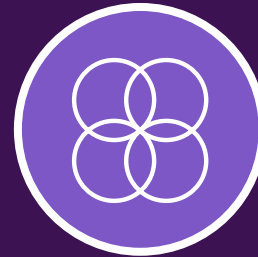
OUR FOUR DE&I PILLARS



Build & attract a diverse workforce that reflects the communities where we live, work and workout



Empower our teams with tools and resources for education and engagement



Foster an inclusive culture that provides a sense of belonging for our team members, franchisees and club members



Invest in partners and programs that drive progress and impact





## DIVERSITY, EQUITY & INCLUSION

# BUILD & ATTRACT A DIVERSE WORKFORCE

Reflect the communities where we live, work and workout

We believe that a culture built on diverse perspectives is necessary to drive innovative thinking and long-term growth. In 2021, our key efforts included implementing intentional recruitment and career pathing processes at our corporate headquarters to attract and promote diverse talent, as well as ensuring a diverse slate of candidates for every role. We regularly review best practices to ensure we provide transparent reporting and disclosures on our workforce demographics.

As of December 31, 2021:

47%

female representation across managers and above at headquarters

16%

BIPOC representation across all levels at headquarters

## WORKFORCE REPRESENTATION

Our workforce representation data is a critical measure for how we assess our performance in building and attracting a diverse workforce. In 2021, we undertook a rigorous review of our workforce diversity, analyzing data on gender and BIPOC representation amongst our employee base at Planet Fitness headquarters to help inform our DE&I commitments and actions. From this exercise, we have outlined specific strategic actions to increase the diverse representation across our headquarters' workforce to ensure that the teams and leaders setting strategy and making brand-wide decisions are more reflective of the communities that we serve.

## OUR COMMITMENTS

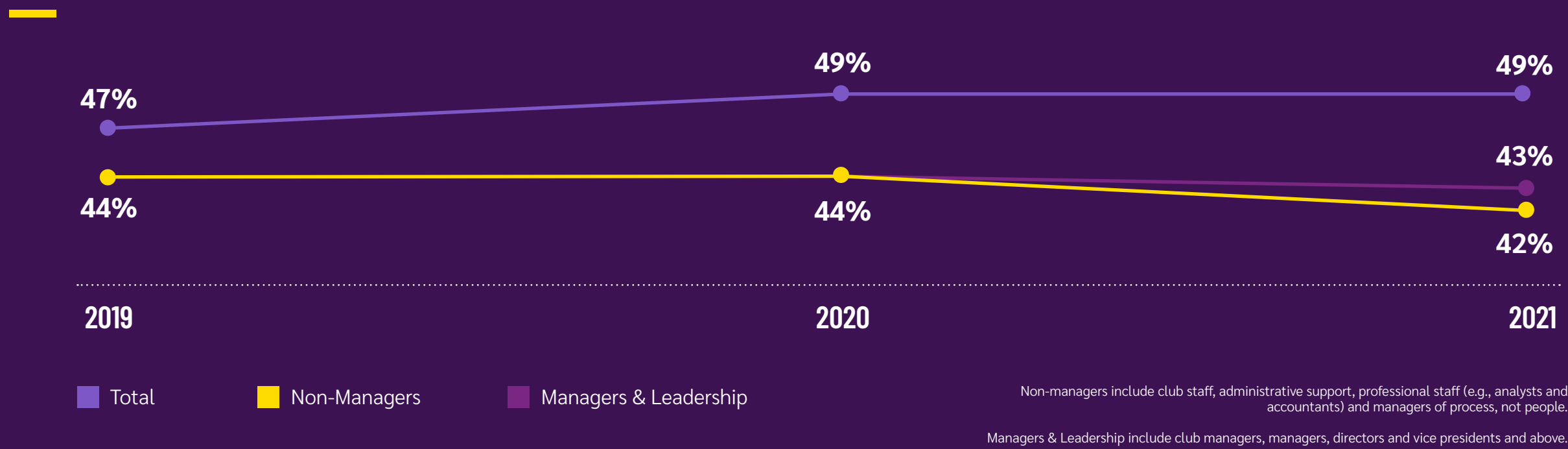
- Increase female representation to at least 50% at our headquarters across manager and above levels by 2025
- Increase Black, Indigenous and people of color (BIPOC) representation across our workforce at headquarters by 2025
- Conduct an annual compensation review to ensure gender and racial pay equity at all levels across headquarters employees



## WORKFORCE REPRESENTATION DATA

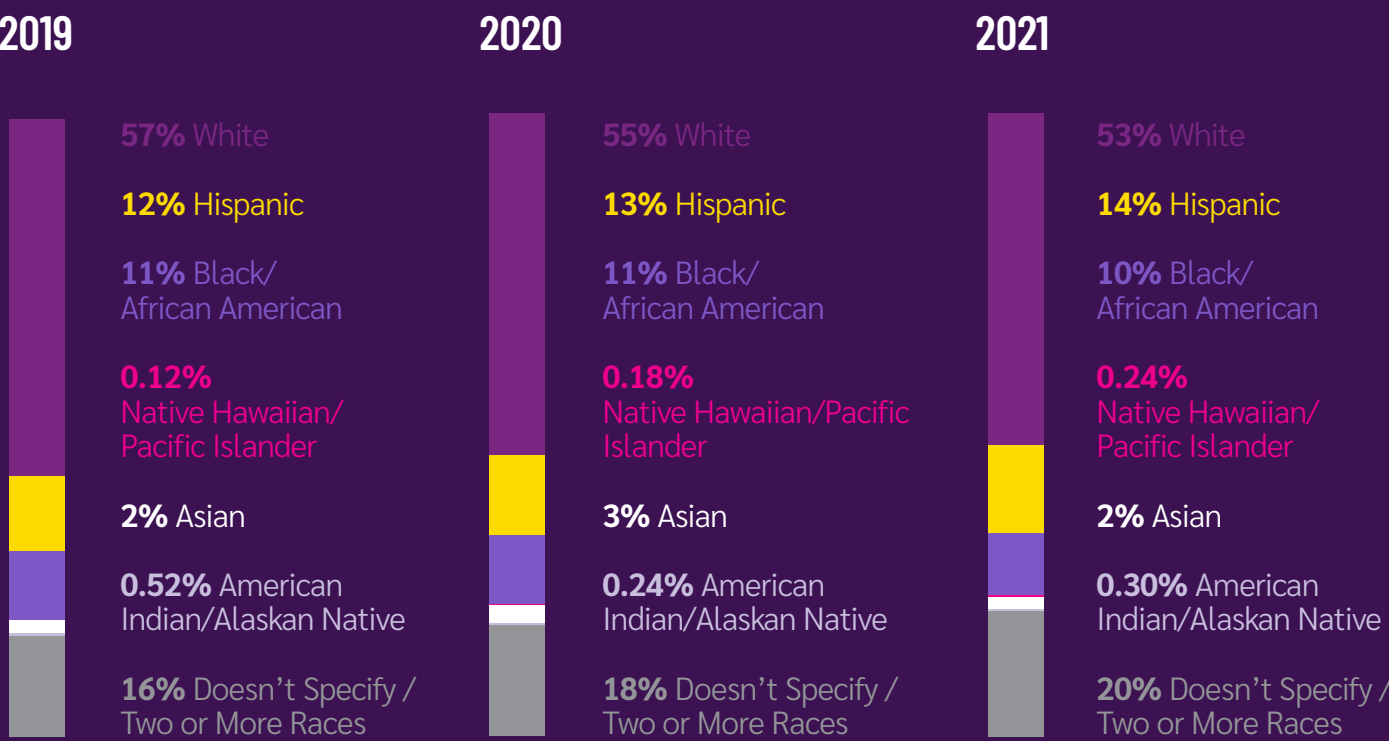
Our workforce data is inclusive of employees from our headquarters as well as our 112 corporate clubs in 2021, and is representative of what Planet Fitness reports to the Office of Equal Opportunity in our annual EEO-1 filing.

### GENDER DIVERSITY (% OF WORKFORCE FEMALE)

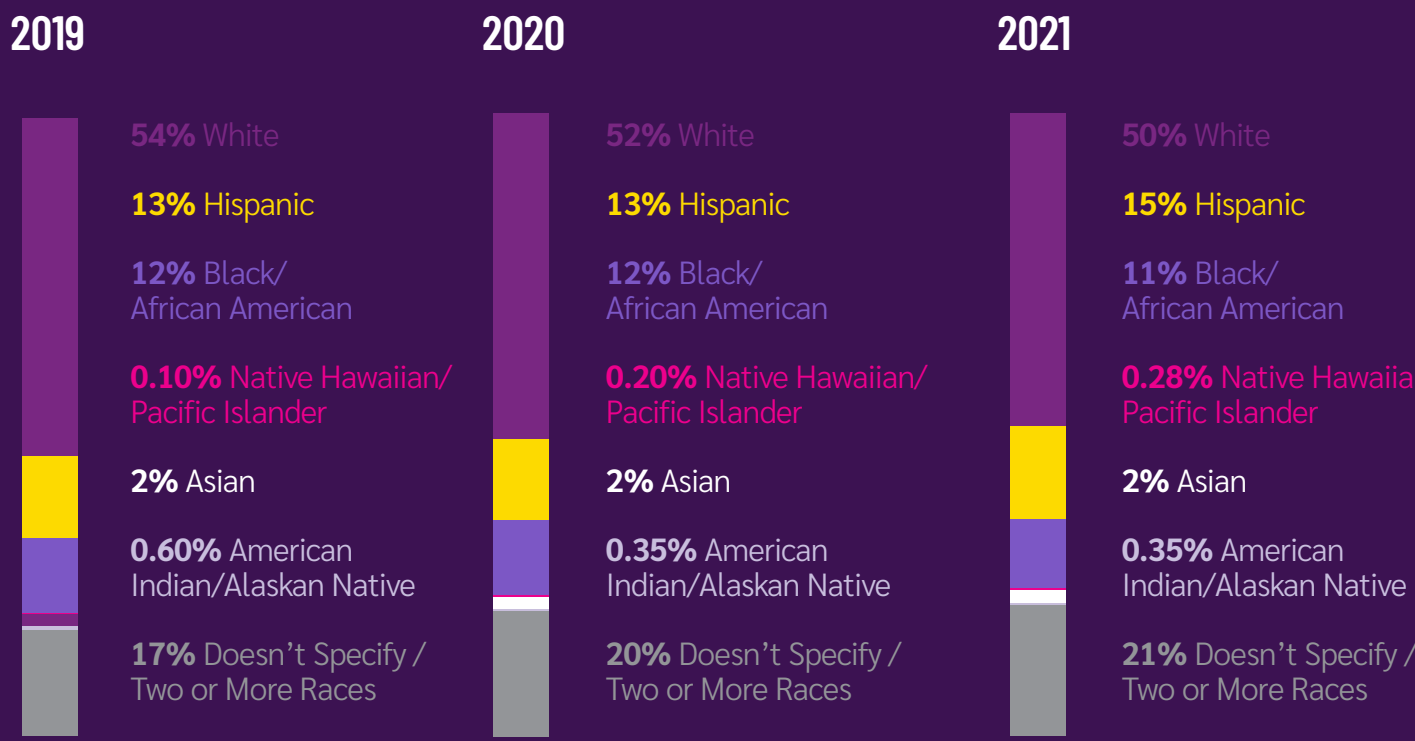


## RACIAL / ETHNIC DIVERSITY<sup>8</sup>

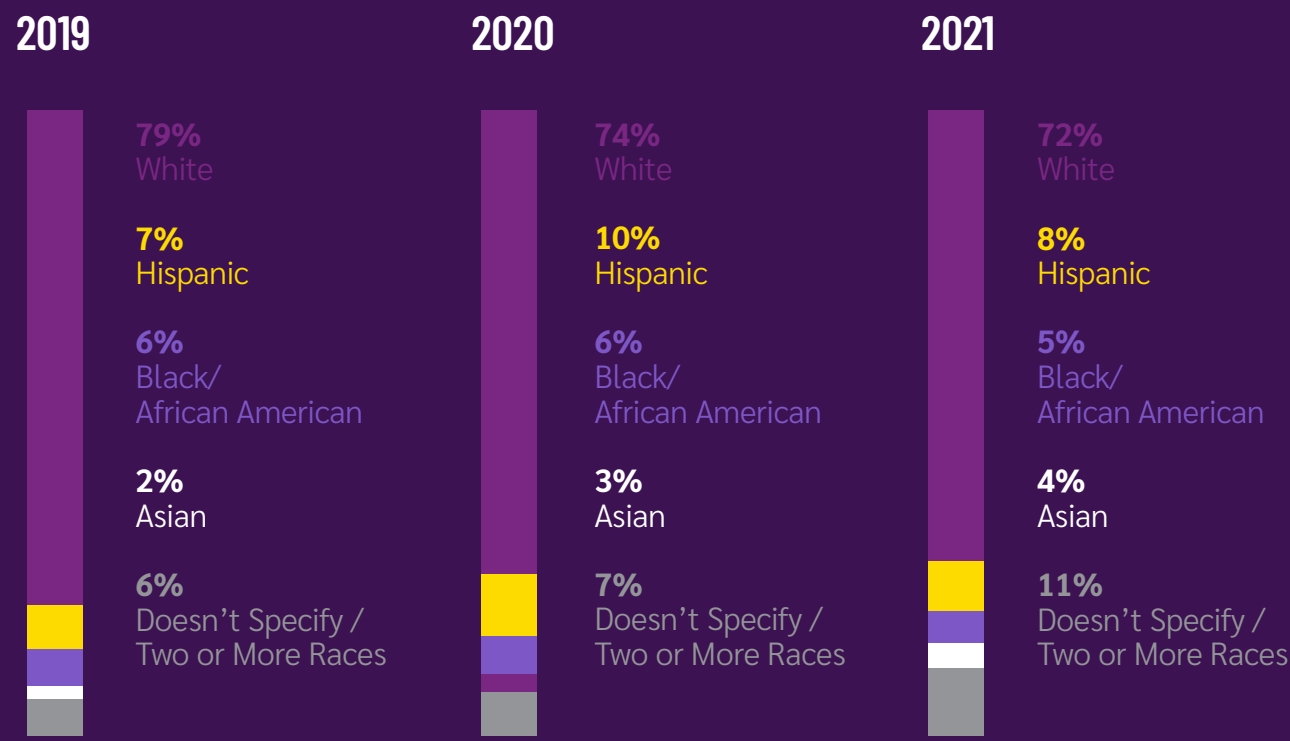
### ALL EMPLOYEES<sup>8</sup>



### NON-MANAGERS



### MANAGERS & LEADERSHIP



<sup>8</sup> Due to rounding, numbers presented may not reflect exact totals.

<sup>9</sup> Represents all headquarters and corporate club employees.





DIVERSITY, EQUITY & INCLUSION

# EDUCATE & EMPOWER OUR TEAMS

Deliver the tools and resources needed for education and engagement

In 2021, we offered a Cultural Competency & Unconscious Bias training to all our executives, our headquarters team members and our franchisees. The goals of the customized sessions were to increase cultural awareness and foundational knowledge of DE&I terminology; understand unconscious bias and microaggressions and how they present themselves around us; and to walk through scenarios and tools to put learning into practice.

Following the success of these initial trainings, we are evaluating opportunities to provide ongoing DE&I education and engagement, including inclusion trainings for new hires and updated learning opportunities to help strengthen cultural competency across our workforce. We also plan to launch Employee Resource Groups (ERGs) at headquarters to enable employees and allies to unite in representation and perspective sharing. Our goal is to begin piloting ERGs by the end of 2022, with the intention to grow the program with additional groups in the years to come.

## CULTURAL COMPETENCY & UNCONSCIOUS BIAS TRAININGS PARTICIPANT FEEDBACK

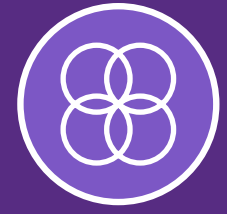
“I was challenged to think differently about how I see others, and to be curious while respectful about their differences.”

– PF HEADQUARTERS TEAM MEMBER

“The training really opened my eyes and will help me be more aware, thoughtful and inclusive in the future.”

– PF FRANCHISEE TEAM MEMBER





DIVERSITY, EQUITY & INCLUSION

# FOSTER AN INCLUSIVE CULTURE

Provide a sense of belonging for our team members, franchisees and club members

As the home of the Judgement Free Zone®, it is important that we live our values each and every day – both in our clubs and at our corporate headquarters. To ensure we are truly fostering a culture of inclusion and belonging, we engaged our DE&I Task Force throughout the year to solicit feedback on efforts, pressure test ideas and identify areas of opportunity.

We also collaborated internally, with partnerships between our Talent Development and Recruitment teams to identify specialized programs to focus on inclusion throughout the employee lifecycle. In our clubs, we added non-binary gender options to the member join process to more accurately reflect our diverse member base.

Looking ahead, we are taking strategic actions to further this culture of inclusion, both internally and in our clubs. This includes efforts to expand access to fitness in diverse communities, among first-time gymgoers and for persons with disabilities. We also intend to track employee sentiment around inclusivity and belonging in our engagement surveys. We are also evaluating our existing policies and practices, including looking for opportunities to strengthen or update policy language to ensure it reflects the current needs of our diverse communities.







DIVERSITY, EQUITY & INCLUSION

# PARTNER TO DRIVE IMPACT

Invest in programs and partnerships for progress

We know that our position as one of the largest fitness brands means we have the opportunity to create meaningful impact beyond our operations. Our ongoing partnership with the Boys & Girls Clubs of America to support youth through the Judgement Free Generation® is a testament to our commitment to driving long-term, generational progress in our communities.

As part of our \$7 million+ Judgement Free Generation® initiative, we have set a goal to invest \$1 million directly in scholarships for diverse youth by 2025. We are also focused on creating deeper team member engagement in our communities by exploring tools to measure and incentivize volunteerism and giving. We continuously evaluate our community partnerships and will look to identify additional, new partners to ensure we align with organizations that share and strengthen our values, support our goals and deliver positive impact for diverse communities.

In addition to our Judgement Free Generation® partnerships, Planet Fitness is accelerating equity in communities through partnering with the Coalition for Inclusive Fitness.





# HUMAN CAPITAL INVESTMENTS

We understand that to provide a judgement free, rewarding fitness experience for our members, we must attract, develop and retain an engaged and diverse workforce at all levels of our business. We work to ensure that all team members are equipped with the skills, capabilities and ongoing development opportunities to reach their fullest potential in an enriching workplace culture.

## APPROACH TO TALENT MANAGEMENT

Our focus on team member wellbeing has never been more important than in the past two years as the world faced unprecedented challenges related to the COVID-19 pandemic. We responded to these global hardships by listening to our team members, adding greater mechanisms for feedback and career development beyond the annual performance review period, identifying additional opportunities to enhance the employee experience and offering even more flexibility for our team members at our corporate headquarters.

## RECOGNIZING AND REWARDING TALENT

In the past year, we increased efforts to recognize and reward our team members. We enhanced a gifting program for employees for their birthdays and for reaching career milestones and anniversaries, whether it is one-year, five-year or a 15-year anniversary. Additionally, we host an annual Employee Appreciation Week, where we celebrate our team with a series of perks including free lunch, PF swag and more. We also continued our Rockstar Recognition & Appreciation Program, where we recognized a peer-nominated team member each quarter for their commitment to our core values and contributions to our company goals.

## TEAM MEMBER ENGAGEMENT

**We are focused on building a transparent culture with our team members to attract, retain and advance our team. In 2021, we created opportunities for employees to connect and engage with each other and their communities.**

## SUPPORTING TEAM MEMBERS

We offer opportunities for our team members to engage in their local communities by providing corporate headquarters team members two paid days off to volunteer. In addition, we deployed our Employee Relief Fund during the COVID-19 pandemic to support colleagues who faced personal financial hardships.

## COMMUNITY

We have increased our efforts and activities to foster a sense of connection and community among employees as many continued to work remotely. Activities throughout the year include a book club, virtual trivia nights, team member cookbook and team fitness events, such as step challenges virtual 5K road race.

## COMMUNICATIONS

To ensure ongoing information-sharing with employees, we hold regular Town Halls and provide company updates through audience-specific communications such as weekly newsletters for headquarters employees and franchisees, and monthly reports for club managers.

## TWO-WAY FEEDBACK

To collect important team member input, we have added multiple channels for employees to share feedback through anonymous Town Hall question forms, employee surveys and group meetings with managers. Additionally, our Chief People Officer continued to host small group conversations with employees to encourage sharing direct feedback.



## TEAM MEMBER COMPENSATION & BENEFITS

We offer competitive compensation and benefits for our team members at our headquarters and our corporate-owned clubs designed to support our team and their families. In response to COVID-19 and employee feedback, we updated our benefits to include expanded medical and wellness benefits.

## EMPLOYEE WELLBEING

As a company founded on the mission to promote health and wellbeing, it is imperative that we extend related benefits to our team members. In addition to our corporate medical and wellness benefits, team members at headquarters are able to participate in our Burn 2 Earn rewards program. For every check in to a Planet Fitness club, headquarters team members receive points that can be redeemed at our headquarters Café or lobby store. Through the program, we hope to encourage employees to make time for their personal wellness.

## FLEXIBLE WORK SCHEDULES

Informed by employee feedback, we introduced a phased reopening with a hybrid work schedule that would add increased flexibility while still providing opportunities for team members to meet in-person and collaborate with each other with a three-day in-office workweek, one flexible day and one work-from-home day. We also offered early closures at headquarters every Friday. We will continue to evaluate our hybrid work offerings moving forward to ensure that our team members feel safe, supported and connected.

## LEARNING PROGRAMS & OPPORTUNITIES

To create a culture of continuous learning, we provide opportunities for our team members to develop skills for the future through our talent development and learning opportunities.

- **Online Courses:** We offer more than 80 courses through Planet Fitness University (PFU), our online training development program. As of 2021, the platform had more than 32,000 active users across our headquarters and franchise community.
- **Learning Webinar Series:** To continue learning opportunities in a remote work environment, the team developed themed webinars and trainings on issues such as Avoiding Burnout, Managing Workload and Growth Mindset. Moving forward, the team will evaluate the need for additional virtual trainings.
- **Pryor for Professional Development:** We offer unlimited access to live Pryor for Professional Development courses – a curated suite of trainings specifically for our corporate team members.
- **Franchisee-focused Trainings:** Our LeadDev modules, a competency-based leadership development training series, is available to our headquarters and our franchisee community, with more than 4,100 enrollments and 85 franchisee groups participating.

### 2021 TRAINING HIGHLIGHTS

80+

PFU courses available to our headquarters and franchise community

32,000+

active users of PFU

736,000+

PFU course completions across our headquarters and franchise community, as of year-end



# HEALTH & SAFETY

Protecting the health and safety of our members and team members was never more important than in 2021 as the world continued to navigate the COVID-19 pandemic. We enacted updated safety measures and continue to prioritize the health of our key stakeholder groups – including our team members, club members and communities – who have been impacted by the pandemic.

## CREATING A SAFE & HEALTHY CLUB EXPERIENCE DURING COVID-19

We have always placed a strong emphasis on cleanliness in clubs, particularly when it comes to sanitizing machines. To ensure a safe, effective and consistent approach to reopening clubs, we convened a Reopening Task Force in collaboration with our franchisees. Informed by guidance from health and safety experts, we developed a Reopening Playbook for corporate and franchised clubs featuring best-in-class sanitization and distancing protocols and procedures.

Throughout the pandemic, we've been doing our part to keep our members and team members healthy with Touchless Check-In, Cleaning Stations stocked with disinfectant spray and the Crowd Meter on the PF App so members can pick the right time for them to visit the gym.

### ONGOING COVID-19 PROCEDURES

- Introduced new electrostatic disinfectant sprayers
- Updated microfiber cleaning system
- Increased sanitization to continually clean and sanitize high-touch areas
- Added contactless bathroom options
- Improved HVAC filter replacements and increased fresh air exchange where it meets or exceeds ASHRAE's Standard 62.2-2016 requirements

## A SAFE RETURN TO THE OFFICE

In 2021, we welcomed back a portion our team members to our corporate headquarters in New Hampshire. To do so safely, we created a full reopening guide that included new sanitization and cleaning protocols, limited building access, a masking policy to include a mask mandate for anyone that is not fully vaccinated, modified food and beverage services and daily wellness checks. We continue to monitor CDC guidelines and regulations and update our policies and procedures accordingly.

## SAFE OPERATIONS

We put the highest priority on the safety of our team members and members while in our clubs and have strict safety protocols in place. We uphold our standards through mandatory team member trainings on Planet Fitness University, our online training program, and have included health and safety requirements in our [Code of Ethics](#).



## OPERATING SAFE SPACES

In addition to health and safety protocols and processes within our community spaces, we are on a journey to establish protocols for our spaces that benefit our employees and members. Planet Fitness is now the first fitness brand to achieve the WELL Health-Safety Rating for Facility Operations and Management by the International WELL Building Institute (IWBI) for our clubs and headquarters. The rating recognizes Planet Fitness' leadership in adopting the recognized safety framework to ensure a safer and healthier environment for our employees and members across our global network. The WELL seal can now be found on all store and buildings operating at the time of certification.



By aligning all our franchised and corporate-owned clubs, as well as our headquarters, within WELL's evidence-based, third-party verified rating framework, we can improve health and human experience through intentional building design. We've prioritized holistic aspects of health from improved air flow, hygienic hand washing practices, reduction in hand contact of high-touch surfaces, effective cleaning protocols, robust emergency preparedness and response and more.

"Now more than ever, fitness is essential for our physical and mental wellbeing, and everyone can 'gym confidently' knowing that Planet Fitness meets the highest health, safety and cleanliness standards."

– CHRIS RONDEAU, CEO OF PLANET FITNESS

"IWBI is proud to be part of the company's commitment in extending the benefits of people-first places that have been optimized for health and safety to Planet Fitness' millions of members and employees around the world."

– RACHEL HODGDON, IWBI PRESIDENT AND CEO

This recognition is in addition to annual safety inspections across all of our facilities. These are conducted by local health and safety regulators in accordance with city and/or state standards. Additionally, PF Regional Managers and franchise business coaches conduct inspections throughout the year at clubs within their territories. In 2021, 100% of clubs passed inspection.





A person in athletic wear is sitting on the floor, holding a small orange ball. A water bottle is visible on the right. The background is a blurred gym setting. The image has a purple and yellow color gradient overlay.

# ENVIRONMENTAL

We know that to fulfill our mission to enhance people's lives and create a healthier world, we must reduce our environmental impacts to help ensure that future generations have access to a healthy planet. That is why Planet Fitness is committed to working with our franchisees and partners to make environmentally sustainable decisions across our business and operations.



# OUR ENVIRONMENTAL APPROACH

Our approach to reducing our environmental impact is focused on measuring and maintaining sustainable operations - which encompasses water, waste and recycling - as well as addressing energy use and greenhouse gas (GHG) emissions. Our short- and long-term strategies are driven by our cross-functional Environmental Working Groups, comprised of key representatives from across the company, with oversight from senior leadership and engagement with employees.

Planet Fitness works to comply with all local, state and federal environmental regulations in the locations where we operate. As part of this environmental commitment, we continued our partnership with outside experts to measure our 2020 energy use, GHG emissions, water usage and waste across corporate headquarters and corporate clubs.

We acknowledge that Planet Fitness environmental impacts extend beyond the domains within our operational control. In addition to our current efforts focused on our headquarters and corporate clubs, we are also dedicated to equipping our franchisees with the tools and resources necessary to make informed and sustainable choices for their operations. We have also required certain environmentally friendly and efficient building materials and fixtures for all newly constructed and re-equipped corporate and franchisee-owned stores.

## OUR CLIMATE ROADMAP

Although we are early in our climate journey, Planet Fitness is proud of our current progress to benchmark, track and reduce our environmental impact. As with many of our material issues, we know that progress is achieved through continued efforts, incremental changes and long-term engagement.

Building upon the work we have done to date, we are continually evaluating our short- and long-term climate strategy and actively pursuing opportunities to further assess and reduce the impacts of our operations on the environment. This includes work to understand our climate-related risks and expand measurement of our carbon footprint, with the intention to set climate goals and targets in the future.



### REQUIREMENTS TO REDUCE WASTE AND INCREASE RESOURCE EFFICIENCY IN ALL NEWLY CONSTRUCTED FRANCHISED AND CORPORATE CLUBS AS OF 2021:



**Low-flow shower heads**



**High efficiency touchless hand dryers with HEPA filters**



**100% recycled paper towels**



**At least one water refill station**



**Micro-fiber cleaning system\***

\*only in corporate clubs at this time



# WATER USE

Water use reduction is an important aspect of our sustainability strategy. As part of our efforts to ensure responsible resource use across our stores and headquarters, we prioritize testing and procuring materials and fixtures that improve water efficiency for sinks, toilets, showers and drinking fountains.

## IMPROVING EFFICIENCY IN OUR FACILITIES

In 2021, Planet Fitness released requirements for all newly constructed and re-equipped franchisee-owned stores to install both low-flow, high-pressure shower heads and flush-o-meters. This rollout stemmed from the positive environmental and financial impacts observed as a result of our 2016 corporate club requirement, which found that these water saving measures resulted in an average 20,000 gallons saved per year per store.

During the pandemic, Planet Fitness corporate clubs also adopted a microfiber cloth cleaning system. As part of this new system, 85% of corporate clubs now have high-efficiency washing machines on-site.

## TRACKING OUR WATER USE

**We measured our water usage across corporate headquarters and corporate clubs in 2020 to assess opportunities to improve performance over time based on the established 2019 baseline. Our water use decreased significantly from 2019 to 2020, with an overall year-over-year 49% reduction due to reduced occupancy from club closures and remote work during the pandemic. We will continue to assess water use on an annual basis to inform further savings measures as our operations return to pre-pandemic levels.**

## YEAR-OVER-YEAR WATER USE

(thousands gallons)





# WASTE & RECYCLING

Planet Fitness actively seeks to reduce waste across our operations through measures such as replacing paper towels with hand dryers and installing water refill stations to cut down on the sale of single-use plastic bottles. Additionally, we embrace sustainable solutions to dispose of aged equipment through donation and resale to maintain a high-quality club experience for members, while minimizing our related environmental impact.

## REDUCING WASTE IN OUR STORES

More than half of our corporate clubs offer recycling, which is tracked through the Engie system. In 2021, we accelerated efforts to reduce waste throughout store operations through requirements for all newly constructed franchised and corporate-owned clubs. This includes the purchase of Bulb Eaters for corporate clubs, effectively bringing recycling for all tanning lamps in-house and reducing the need to order lamp recycling cartons to be shipped out for disposal. Our operations team and Waste & Recycling Working Group continue to evaluate opportunities to enhance our waste measurement and management processes.

## FINDING INNOVATIVE SOLUTIONS AT HEADQUARTERS

In August 2021, we implemented separate stream recycling at our 70,000 square foot Planet Fitness headquarters in New Hampshire. The waste and recycling collected is delivered to a local landfill and cogeneration facility. All paper, cardboard, plastic and aluminum brought to the facility is sold or held in storage for a fee if the market need is low, while un-recyclable waste is hauled to the Wheelabrator Technology plant, also in NH, where it is incinerated in a waste-to-energy process via WIN Waste Innovations. The collective waste from all participating entities generates 3.3 million megawatts of renewable energy servicing the corporate headquarters' local community.

## TRACKING OUR WASTE & RECYCLING

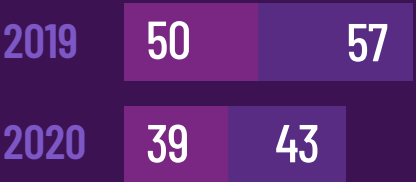
We measured our waste and recycling across Planet Fitness headquarters and all corporate-owned clubs from 2020 to assess opportunities to improve performance over time based on the established 2019 baseline. Our total waste footprint decreased 17% from 2019 to 2020 due to reduced occupancy from club closures and remote work during the pandemic. We will continue to assess waste management practices and measures on an annual basis to inform further reductions as our operations return to pre-pandemic levels.

## YEAR-OVER-YEAR TRASH AND RECYCLING

(in tons<sup>10</sup>)

Trash Recycling

### HEADQUARTERS



### CORPORATE CLUBS



### TOTAL



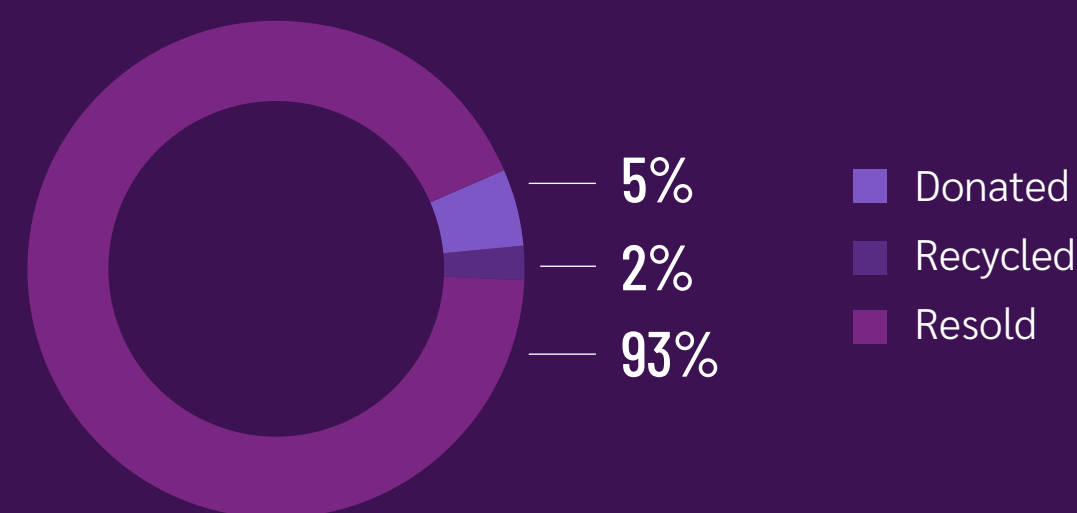
<sup>10</sup> Contracted disposal quantity.



# MATERIALS & EQUIPMENT

We also work to mitigate waste from our in-club equipment, while ensuring that the materials we source for use in stores are eco-friendly, where possible. We carefully track end-of-life for corporate club equipment to ensure the sustainable disposal of the machines and systems in our stores.

**In 2021, 100% of equipment from corporate clubs was either donated, recycled or resold.**



We work to source materials with eco-friendly features as much as possible. This includes the paper towels, cleaning supplies and rubber flooring used throughout our clubs and corporate offices. Last year, 37% of the total materials we procured had an environmental feature and we increased our green cleaning supplies by 28% since 2020, with a total of 48% of our cleaning materials having an eco-feature.

## TOTAL MATERIALS

37%

have an eco-feature

## CLEANING SUPPLIES

48%

have an eco-feature

## PAPER PRODUCTS

52%

have an eco-feature

## COLLABORATING FOR SUCCESS

**Given the scale and size of the equipment we procure for our clubs, packaging waste is another focus area for our equipment management practices. We have begun working with our vendors to request the use of innovative packaging solutions for the equipment shipped to and installed in our clubs.**

For example, we collaborated with one of our equipment vendors, Life Fitness, to pilot One Box, a minimalist packaging design that can safely transport treadmills, cross trainers, ARC trainers, recumbent bikes and upright bikes in a single box, resulting in about 1 less dumpster of generated waste per 100 machines when compared to traditional packaging. Looking forward, we will continue to explore similar waste reduction measures with our other vendors and partners.



# ENERGY & GHG EMISSIONS

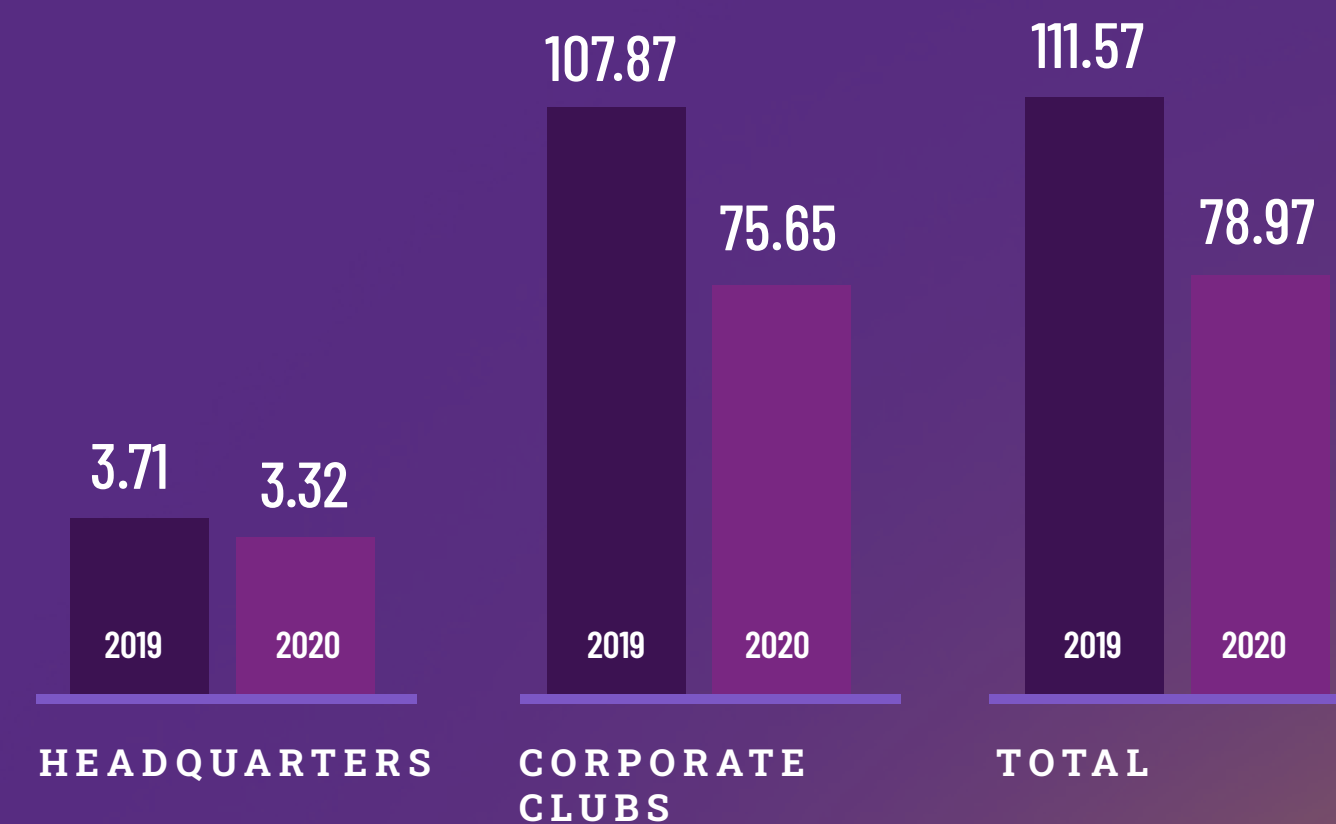
Energy use is one of the largest contributors to GHG emissions and climate change, and we are committed to reducing our carbon footprint across our operations.

## IMPROVING ENERGY EFFICIENCY

All Planet Fitness corporate clubs, as well as franchisee-owned stores built after 2015, are required to use energy-efficient LED lighting and all corporate stores use Save Energy Systems to effectively manage and track energy usage. Additionally, tankless water heaters are now considered the standard unit during club re-equips, which has helped to save energy by only heating water when needed. We saw a significant decrease in our overall energy use from 2019 to 2020, with a 27% year-over-year reduction across headquarters and corporate-owned clubs, due to reduced occupancy from club closers and remote work during the pandemic. Our operations team and Environmental Working Groups continue to assess opportunities for additional re-equip mandates to reduce energy use across our facilities as we return to pre-pandemic levels..

## YEAR-OVER-YEAR ELECTRICITY USE

(millions kBtu)



## MEASURING OUR FOOTPRINT

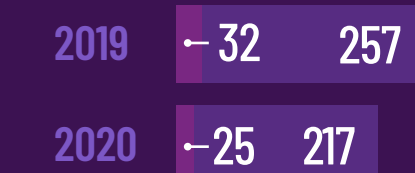
This year, we partnered with an outside consultant to conduct an assessment of Scope 1 and 2 GHG emissions from our 2020 operations across corporate clubs and corporate headquarters, the first measurement since our established 2019 baseline. This represents an important step in Planet Fitness' environmental journey, continuing our leadership standing among peers in the health club space.

Planet Fitness Scope 1 and 2 GHG emissions decreased 30% from 2019 to 2020, due in large part due to reduced occupancy from club closures and remote work during the pandemic. As part of our ongoing commitment to assessing and reducing our carbon footprint, we are exploring expanding our measurement and reporting to include Scope 3 GHG emissions by the end of 2023.

## YEAR-OVER-YEAR GHG EMISSIONS

(metric tons CO2e) Scope 1 Scope 2 (Market-based Measure)

### HEADQUARTERS



### COROPORATE CLUBS



### TOTAL







# GOVERNANCE

Foundational to our ESG strategy and mission to create a healthier world is our commitment to Business Health, which means operating consistently, ethically and with integrity. Fundamental to building trust with our stakeholders and sustaining our success are robust and effective oversight and governance practices built on sound policies, leadership and compliance.



# CORPORATE GOVERNANCE & ESG OVERSIGHT

## CORPORATE GOVERNANCE & ESG OVERSIGHT

Our governance structure is designed to drive sound company oversight, ensure leadership accountability, engender and maintain stakeholder trust, and demonstrate Planet Fitness' commitment to its mission to create a healthier world, while driving long-term, sustainable value creation. Our Board of Directors leverage their diverse skills, experience and backgrounds to direct, guide and support our leadership team.

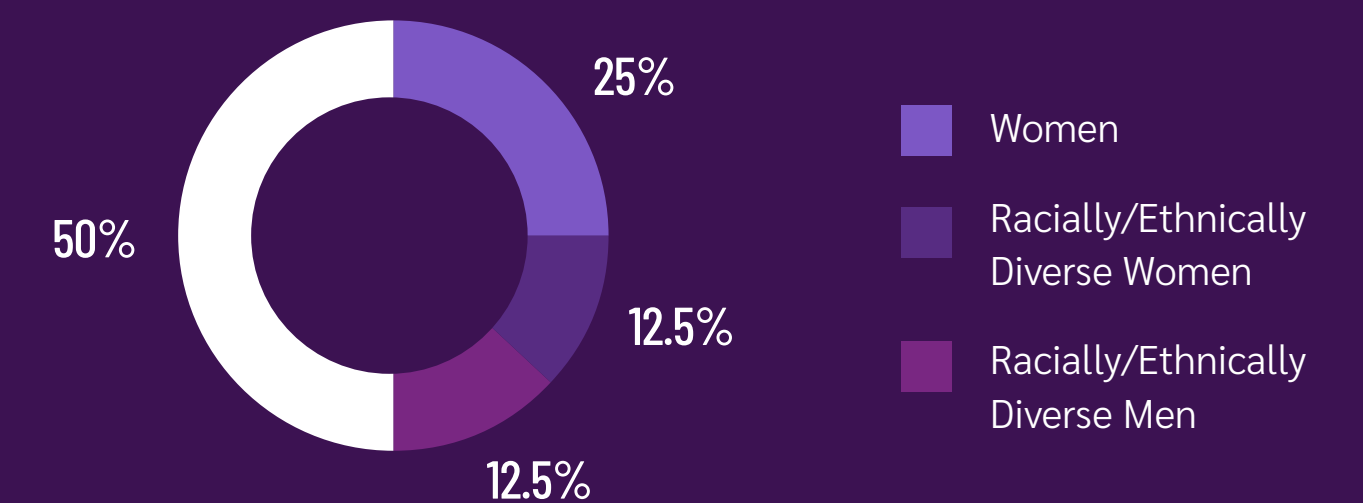
We apply this same approach to the management and oversight of our key ESG risks and opportunities. The Corporate Social Responsibility (CSR) team provides updates to our Nominating and Corporate Governance Committee of our Board, which oversees our ESG matters, including regular meetings to review progress across our CSR, DE&I and sustainability initiatives.

Our approach to corporate governance is further detailed in our [Proxy Statement](#), which provides comprehensive disclosure on our Board structure and composition, strategy and risk oversight, stockholder engagement, executive compensation and other governance topics.

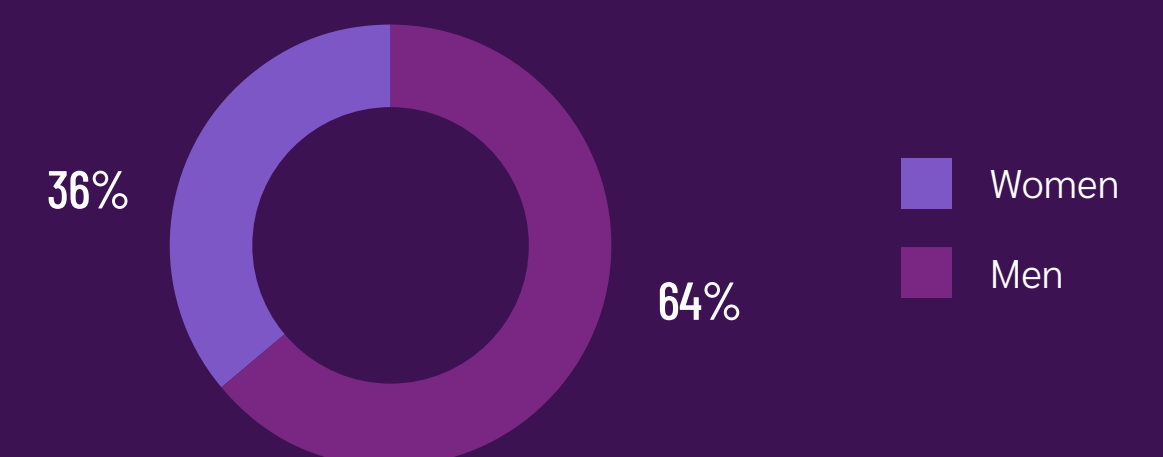


We believe that a diverse set of experiences and perspectives creates strong company cultures and leads to better business outcomes. We are committed to championing diversity and inclusion throughout Planet Fitness, and that starts with our Board of Directors and Management Team.

## BOARD OF DIRECTORS DIVERSITY



## MANAGEMENT TEAM DIVERSITY





# BUSINESS ETHICS & TRANSPARENCY

Planet Fitness is guided by a values system that emphasizes integrity and trust at all levels of the organization, with policies and standards that reflect a strong, respectful and judgement free community built on honesty, loyalty, trustworthiness, fairness, concern for others and accountability.

## OUR COMMITMENT TO ETHICAL OPERATIONS

All Planet Fitness team members are expected to uphold the standards of conduct set forth in our [Code of Ethics](#), which outlines our ethical and legal obligations as a company. The Code is reviewed annually and updated, as needed, to ensure it reflects our high expectations for professional ethics and integrity. We also require that our CEO and other senior executive and financial officers adhere to a [supplemental Code of Ethics](#), which includes additional provisions related to avoiding conflicts of interest, making accurate and timely financial disclosures, and complying with applicable laws, rules and regulations.

Furthermore, we expect our franchisees, vendors, contractors, other business partners and other representatives performing work for the benefit of Planet Fitness to share our standards and to operate in a legal and ethical manner. In 2021, we introduced a Franchisee Code of Ethics, which applies to all independent entities and individuals that operate the Planet Fitness brand. Planet Fitness also has a specific Vendor Code of Conduct, which describes our expectations regarding vendors.

You can view all Planet Fitness policies by visiting the [Policies](#) page on our website.





## ENSURING STRONG COMPLIANCE

We take a strict approach to compliance across the Planet Fitness business and work to comply with all applicable laws and regulations in the communities in which we operate. This includes all laws relating to employment, licensing, distributing, anti-corruption, antitrust, tax, equal opportunity, securities, banking, currency, environment, and health and safety.

All team members receive required training on key ethics and compliance topics. These are accessed through our Planet Fitness University (PFU) internal learning and development center and are a requirement for all new hires. In 2021, we rolled out a new mandatory training on our policies surrounding insider trading, which employees must complete on an annual basis.

**100%**

team member participation in  
annual compliance trainings

## PROVIDING SAFE CHANNELS FOR REPORTING

As outlined in the Code of Ethics, one of the core principles for employees when confronted with ethical issues is to not hide or avoid addressing an ethical problem or concern. Team members are encouraged to report suspected activity that violates the Code through their manager, Human Resources or through the PF Integrity Line, which is a 24-hour, confidential reporting service managed by a third party. All team members are made aware of the Integrity Line and other reporting channels and policies during new hire onboarding. To encourage use of these reporting channels, the Code of Ethics explicitly prohibits retaliation against an employee who reports or assists in the investigation of a suspected ethics violation.





# DATA SECURITY & PRIVACY

Integrity, transparency and excellence are core values of Planet Fitness, and that extends to the way we approach data management. We are committed to safeguarding our members' information and ensuring its use is consistent with our [Privacy Policy](#).

## STANDARDIZED COMPLIANCE

Our data security governance structure ensures that Planet Fitness complies with all applicable federal, state and foreign privacy laws and regulations. As of 2021, we have standardized our compliance policies enterprise-wide to meet the requirements of the California Consumer Privacy Act, the most stringent state regulation nationwide. Our internal data security and privacy committee continues to monitor the regulatory landscape to ensure Planet Fitness' policies are compliant with the latest laws.

## THIRD-PARTY ASSESSMENTS

Regular assessment of our policies and practices is essential to the continued security of our networks. In 2021, we engaged a third-party security firm to conduct a holistic risk assessment to understand any gaps and opportunities in our current data security systems. We plan to make these assessments an annual occurrence moving forward.

## EXPANDED TRAINING REQUIREMENTS

Keeping our system secure is a team effort and Planet Fitness regularly conducts required security training for employees. In 2021, we rolled out expanded mandatory employee trainings on identifying and avoiding phishing campaigns, as well as annual security and compliance assessments. Data security and privacy training is mandatory in all onboarding for both corporate and franchisee employees.

## OUR SECURITY ECOSYSTEM

**Our data security and privacy strategy is built upon a cybersecurity ecosystem and practice designed to mitigate unauthorized access and protect the personal and financial information of our members and employees. To safeguard our network, we deploy a multi-pronged system, including:**

- Bringing in a third-party security vendor for 24/7 threat monitoring and management
- Implementing advanced threat protection software
- Conducting monthly vulnerability scans and penetration testing
- Ensuring compliance through annual audits of our practices and policies
- Maintaining strong data security governance, inclusive of providers, vendors, software development and franchise operations
- Requiring employee trainings on data security and privacy issues
- Enacting swift incident response and remediation





# SASB TABLE



# SASB FRAMEWORK ALIGNMENT

We are committed to advancing our ESG strategy and disclosures by ensuring they incorporate input from stakeholders, as well as reflect industry best practices and guidance from international standards setters. As part of our efforts to demonstrate transparency, we have included the following index mapped to the Value Reporting Foundation’s Sustainability Accounting Standards Board (SASB) framework. As an organization, SASB aims to provide voluntary, industry-specific standards for companies to disclose financially material, decision-useful ESG information and performance metrics.

Below we report on relevant key topics from the Leisure Facilities industry standards.<sup>11</sup> All disclosures apply to domains within Planet Fitness’ operational control (corporate headquarters and corporate-owned clubs) covering the year ending December 31, 2021, unless otherwise noted.

<sup>11</sup> We selected metrics from the SASB Leisure Facilities industry standards that reflect topics directly applicable to our business and stakeholders. For some topics, we do not report on all accounting metrics based on relevancy to our business and our current disclosures.

<sup>12</sup> Energy Management disclosures apply to the year ending December 31, 2020.

<sup>13</sup> Customer fatality and injury rates calculated as: statistic count / million customers.

<sup>14</sup> Incident rate calculated as: (Number of injuries and illnesses X 200,000) / employee hours worked.

## INVITATION TO ENGAGE ON ESG

Thank you for reading our 2021 ESG Report. For further information and to view the [2020 PF Purpose Report](#), please visit our [PF Purpose webpage](#). Hearing from our stakeholders is important to informing our initiatives and reporting and we welcome ongoing engagement on ESG matters. Please email [ESG@PFHQ.com](mailto:ESG@PFHQ.com) with any questions or feedback.

TOPIC	CODE	ACCOUNTING METRIC	RESPONSE
Energy Management <sup>12</sup>	SV-LF-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	(1) 125,730,372 kBtu (2) 62.8% (3) 0%
Customer Safety	SV-LF-250a.1	(1) Fatality rate and (2) injury rate for customers <sup>13</sup>	(1) 0 (2) 0.000128
	SV-LF-250a.2	(1) Percentage of facilities inspected for safety, (2) percentage of facilities that failed inspection	(1) 100% (2) 0%
Workforce Safety	SV-LF-320a.1	Total recordable incident rate (TRIR) <sup>14</sup>	0.6
CODE	ACTIVITY METRIC	RESPONSE	
SV-LF-000.A	Attendance	20,096,815	
SV-LF-000.B	Number of customer-days	365	