



FIGHTZONE®

30 MIN MUAY THAI - FITNESS

FRANCHISE CONCEPT PRESENTATION



FRANCHISE SUPPORT SYSTEM

LOCATION



We have a ready leasing team who will furnish you with available locations which fit our profile and guide you through the lease negotiation process.

SALES SUPPORT



Our seasoned Sales Representative will guide you and your team through the initial pre-sales process to get your club started with a minimum of 120 memberships.



ONGOING SUPPORT



We have a HQ Representative who will assist with your daily management, and a dedicated Member Relations Team to handle your day-to-day membership-related requests.

MARKETING SUPPORT



With ongoing country marketing and PR Support, our system ensures a significant pull factor on the brand name.

TRAINING EDUCATION



Relevant experts in the field will conduct ongoing training processes to keep your team informed and relevant in the field.

As our training are resistance, movement and Muay Thai based, trainers will receive ongoing education credits from our master trainers quarterly.



WHO
WE ARE

**FUSS-FREE.
EFFECTIVE.
FITNESS FOR ALL.**

Fight Zone is a high intensity, quick training concept that utilizes functional fitness with perfect balance of Muay Thai and HIIT techniques.

Our innovative approach to the **30-minute conveyor belt system** with **heart rate-monitored workouts** keep members engaged and motivated with guaranteed results.

With **no class times and workouts changing daily**, we serve to challenge and empower minds, bodies and souls of each individual to express themselves through fitness as a complement to their daily schedule.

OUR CONCEPT



OWN TIME OWN TARGET

We follow your schedule. A new circuit starts every 3 minutes. You'll never miss out.



WORKOUTS CHANGE DAILY

Get in the zone each day and expect to enjoy a new workout. It never gets boring.



NEVER TRAIN ALONE

Always workout with a trainer. We promise the sessions are almost an equal to personal training.



MEMBERS ONLY

From progress tracking to all that happens on the ground, we got them covered.



READY FOR YOU

Gloves, wraps, and training equipment are available on the spot for your use.



FITNESS FUSION

A wild combination of fitness and Muay Thai moves for you to master.



30 MINUTES MAX RESULTS

A combination of active cardio and resistance training. All in just 30 minutes.



HEART RATE TRACKING

Powered by MYZONE, keep track of your results to help you to stay in the fat burning or muscle building zone.



NUTRITIONAL ADVISORY

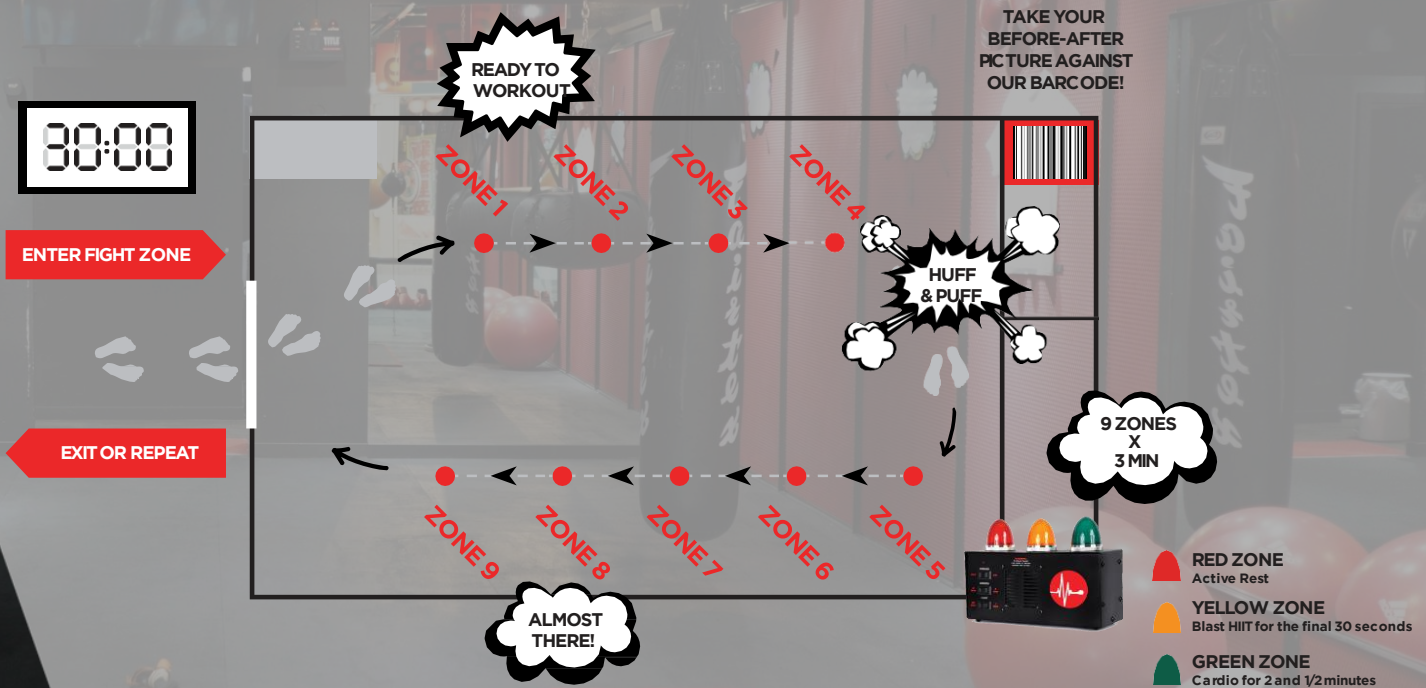
Custom meal planning and advisory all linked to your individual account under our members portal.

Our facilities are designed in a **Conveyor Belt System** where members complete a total of

9 Zones in 30 Minutes

with 2 exercises per station; exclusive of active rest exercise in accordance with the bell timer.

OUR CONCEPT



FITNESS FOR ALL

GROUP

No queues, no class times, equipment on standby, different workouts daily and impressive student-trainer ratio.

See the same results in 30 minutes, as you would in 90 minutes.

PERSONAL

Hone self-defense skills and enable the use of your inner energy at an immensely quick pace through personal training with a trainer of your choice.

We partner with some of the best talents that will ensure your goals and dreams are always met.

With a perfect balance of Muay Thai and HIIT, our team consists of qualified professionals to work in synergy with you, and for you.

CORPORATE

Not only physically, but build confidence, endurance, patience, respect and overall mental health.

Allow holistic development to create a change in your workplace, which we promise will become significantly more productive and healthy.

A team can do much more than you could have imagined in just 30 minutes.

Let these few minutes a week shape your team members into true champions and warriors in their everyday lives.

OUR CONCEPT

The image shows the interior of a Fight Zone gym. The walls are a vibrant red, and the ceiling is black with exposed pipes and track lighting. Various pieces of gym equipment are visible, including a stationary bike on the left, a pull-up station, and several large red exercise balls on the right. Boxing-related items like gloves and a white robe are mounted on the wall. Large red signs with black numbers (2, 7, 8) are hanging from the ceiling. The floor is dark grey with a red rectangular outline on it.

EXPLODING HOMEGROWN BRAND

Fight Zone was first conceptualized in 2017 and it opened its first outlet at Suntec City in January 2018, just months after the brand was established.

In 2019, Fight Zone opened two outlets – at AMK Hub and Velocity@Novena Square, with six more clubs projected to open in Singapore in the next few years.

THE HEART RATE TECHNOLOGY

Myzone is an innovative wearable heart rate based system that uses wireless and cloud based technology to accurately and conveniently monitor physical activity.

Myzone monitors heart rate, calories and time exercising in real time and converts that into Myzone Effort Points (MEPs). MEPs focus on rewarding effort rather than fitness.

Myzone tracks individual heart rates upon entering of the club. Keeping individual's heart rate at their "YOUR" zone for 1/2 hour at 90%.

myzone

Reward Your Effort and Achieve the Results You Want

What is Myzone?

The Myzone MZ-3 is the most relevant and versatile fitness tracker on the market. Using Bluetooth, ANT+ and Accelerometer technology to provide real-time feedback on heart rate, calories, and effort, the MZ-3 ensures that you get accurate feedback on all of your exercise, wherever and however you choose to train.

The MZ-3's built memory means you can make every session count, even when you're training away from your gym and smartphone.

Achieve your health and fitness goals, with motivational support from friends through our Myzone social network, and utilize our unique Myzone Effort Points (MEPs) system to earn the credit you deserve and **Reward your Effort.**

- See your Calories, Heart Rate, and Effort in real-time with easy-to-follow colors
- Automatic Email Feedback on all of your Exercise Motivates you to Stay on Track
- View your Training Efforts via a personalized Free App and Online Account
- Measuring Effort Levels the Playing field and enables Competition against yourself or friends
- Stay Accountable to your Health Targets with our simple goal setting
- Connect with friends and motivate progress through a personalized social feed
- Participate in challenges with friends and other users all over the world
- Earn rewards through status rankings linked to attaining World Health Guidelines
- Benefit from Accurate calorie burn feedback during all of your Exercise Routines
- Gain exclusive access to Zone Match classes

Myzone connects with Bluetooth & ANT+ enabled fitness apps and devices, including: STRAVA, GARMIN

1 Nickname
2 Effort (% of max HR)
3 Heart Rate (BPM)
4 Calories Burned
5 Zone Color
6 MEPs Earned

MEPs (Myzone Effort Points)

MEPs are awarded for every minute spent exercising in your personal intensity zones. The more effort, the more MEPs.

50-59%	60-69%	70-79%	80-89%	90-100%
1 MEP/min	2 MEP/min	3 MEP/min	4 MEP/min	

Learn more at myzone.org

MYZONE is an accurate exercise tracker that helps you get the most out of your workouts.

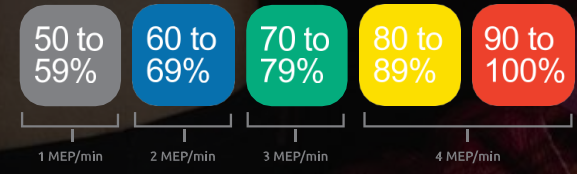
Tom 302	Pat 308	Dave 221
88%	92%	71%
Ann 250	Ava 234	Brick 314
77%	76%	83%
Kim 200	Ryan 270	Will 207
61%	73%	82%
Amy 150	Jane 401	Jim 189
65%	94%	67%

CHALLENGE

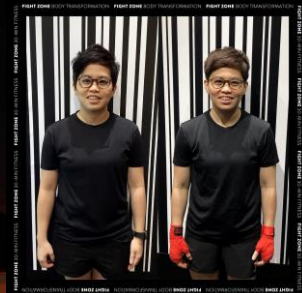
REVIEW ACTIVITY

CONNECT WITH FRIENDS

POWERED BY MYZONE



01 Concept



Perfect Concept for Millennials, Gen X,Y want to achieve their fitness goals in limited time.

Why partner with
FIGHTZONE®

Fight Zone's concept is totally different.

Being busy is no longer an excuse. Fight Zone's concept lets members spend only 30 minutes of their precious time on HIIT with a perfect balance of Muay Thai and get the same result of 2-hour spent on jogging.

No need to book a class. Members can come anytime. We start a new circuit every 3 minutes.



02

No Upper Limit on Membership

Our proven concept has attracted **hundreds of members** from different background with different goals in mind.

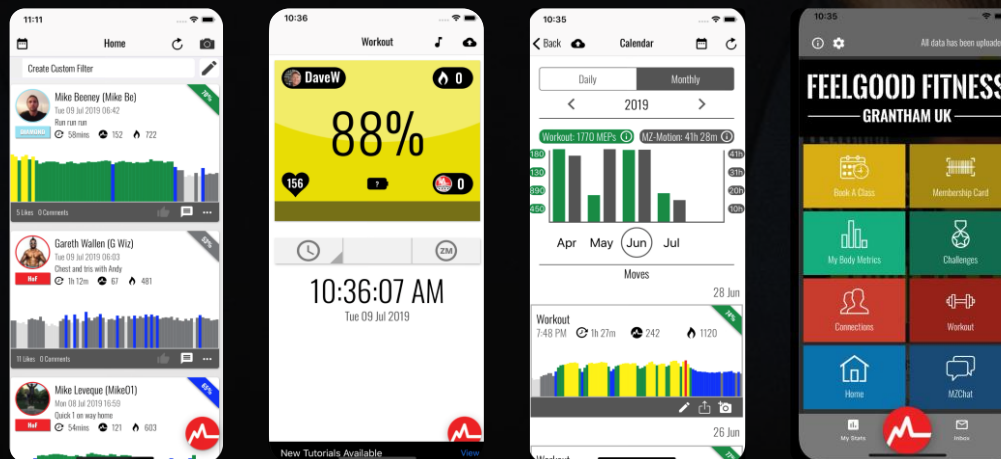
Because of our "Conveyor Belt System" we do not have an upper limit on the membership. We can have high membership subscriptions as compared to other fitness brands who have an limit on number of members a gym can handle.

Why partner with

FIGHTZONE[®]

Fight Zone incorporates a **heart-rate based system** that uses wireless and cloud technology to monitor training in real-time, with a focus on rewarding effort rather than fitness.

The **Myzone app** allows for engagement, motivation, and communities to flourish. With built-in challenges, personal goals, gamification, commenting and sharing workouts through social, users are motivated to sustain physical activity.



Why partner with
FIGHTZONE®

MZ-SWITCH



The Myzone experience just got better.
Discover three ways to up your game with MZ-Switch.



MZ-SWITCH

The world's first heart rate monitor you can wear on your chest, arm or wrist.

**3 ways to wear.
3 x the motivation.
3 x the fun.**



04 Market Trends

But first, why **Fitness** industry?

Incredible Growth



Over the past year, the fitness industry has grown by 2.6% globally. The earnings of the fitness industry are even more shocking which is above eighty billion.

Awareness



Demand is rising as more people realise the importance of being healthy and fit.

Millennials-Friendly Industry



81% of millennials stated that they would engage in some form of physical activity to keep themselves in shape.

Fight Zone has all the latest trends in the fitness industry.

High-Intensity Workouts

Fight Zone offers 30-minute High Intensity Interval Training (HIIT) with a perfect balance of Muay Thai, Resistance and Movement-based workouts that let members have more results with less time spent.

Group and Individual Workouts

Group sessions are great but sometimes members might prefer to have some privacy or time alone to focus on their own goals. Fight Zone offers both group and individual sessions that are just perfect to let members exercise in their preferred way.

Wearable Technology

Over 46% of individuals want to know as much information about their body and fitness levels during workouts. Myzone – an innovative wearable heart rate-based system that uses wireless and cloud-based technology to accurately and conveniently monitor physical activity to help members keep up with their goals, is just the right solution to that need.

Why partner with
FIGHTZONE[®]

We consider every franchisee as an indispensable partner who plays an important role in growing Fight Zone network. Therefore, supporting every franchisee is part of our duty.

05

Strong Franchise Support



DESIGN GUIDELINE

To help you recreate the same modern experience in all our Fight Zone clubs.



SUPPLIES

Fight Zone will provide you with the merchandize supplies and you are required to purchase the merchandize supplies from us.



TRAINING

Comprehensive management training and coach training are in place which will be held before the club opening and also during the initial opening of the club.



MARKETING ASSISTANCE

Assistance in the development of marketing strategies and drives leading to the launch of the club.



BRAND GUIDELINES

Guidelines and specifications for the brand visual identity, standard design and layout plan, equipment, furnishings, fixtures and fittings for the first club.



OPERATIONS MANUALS

We will provide on loan a set of Operations Manuals for the Franchisee's reference.



ON-SITE ASSISTANCE

On site assistance and advice in relation to the construction of the first club.



ON-GOING SUPPORT

As part of our commitment in ensuring your success, our team will always be available to provide support.

Why partner with **FIGHTZONE**[®]

SOUTH EAST ASIA

FRANCHISE OFFERING

Franchise Format	MULTI-UNIT AREA FRANCHISE
Franchise Fee	SGD 100,000
Number Of Clubs	Minimum 5 clubs
Sub Franchise Rights	Yes. After the first 2 clubs
Club Fee	SGD 10,000 per club
Franchise Term	8 Years
Development Schedule	5 clubs within 3 years
Sales Territory	Exclusive territory to be provided
Royalty To Franchisor	5% of overall club revenue and sub-franchising revenue if applicable
Set Up Costs Per Club	Estimated SGD 70,000 excluding rental deposits and advances

PARTNER SELECTION CRITERIA



We are looking for someone who is passionate about the fitness industry, highly motivated and has an entrepreneurial spirit



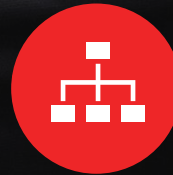
Possess commitment, confidence and enthusiasm for Fight Zone's product and services



Access to suitable real estate networks



An optimist and motivator who can train your own staff to achieve service excellence set out by Fight Zone



Must possess the ability to own and operate Single/Multi-unit clubs in the applied area



Substantial management experience in any business

FRANCHISE PROCESS

Brand
Discovery and
Franchise
Offering

Application
Submission and
Financial
Planning

Signing Letter
of Intent

Business
Planning,
Training
Schedule and
Securing
Location

Signing Lease
Agreement and
Franchise
Agreement

Start of
Training and
Set Up of
Franchised
Business

FIGHT
ZONE

CONTACT

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MARKETING & PARTNERSHIP

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FRANCHISE CONTACT

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