

## PRESS KIT

# OUR STORY

Planet Fitness was founded in 1992, in Dover, NH by brothers Michael and Marc Grondahl. In the beginning, the gym had heavy free weights, juice bars, group exercise classes, daycare and more. It was essentially a place where the fit got fitter, and like every other gym in its small hometown, it was fighting for the same customer by catering to the approximately 15-20% of the population in the U.S. who worked out and belonged to a health club.

In 1993, the Grondahl brothers hired Chris Rondeau, Planet Fitness' current CEO, to work the front desk. Rondeau and the Grondahls quickly recognized that there was a greater opportunity to serve a much larger segment of the population. They asked themselves, "Why does 80-85% of the population not belong to a gym?" The answer? First-time and casual gym users didn't like the "look at me" attitudes and behaviors found in typical gyms, and they didn't want to have to pay a lot of money to give fitness a try.

So together they completely changed the gym environment, both in attitude and format, creating the non-intimidating, low-cost model that has revolutionized the gym industry. Planet Fitness became known as the "Judgement Free Zone<sup>®</sup>" – 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<sup>®</sup> for \$22.99 a month – that offered additional amenities like the ability to use any Planet Fitness club, HydroMassage<sup>®</sup>, 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.

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 2,059 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 September 30, 2020

# 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 \$22.99 a month and include the ability to bring a guest every day at no additional charge, access to all 2,000+ Planet Fitness locations, and additional amenities such as massage beds and chairs. The majority of clubs are open and staffed 24/7, giving members the ultimate flexibility in their schedules.

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

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



# OUR PLANET KEEPS GROWING

**2,086**

locations\* & growing

**100**

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

**50**

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

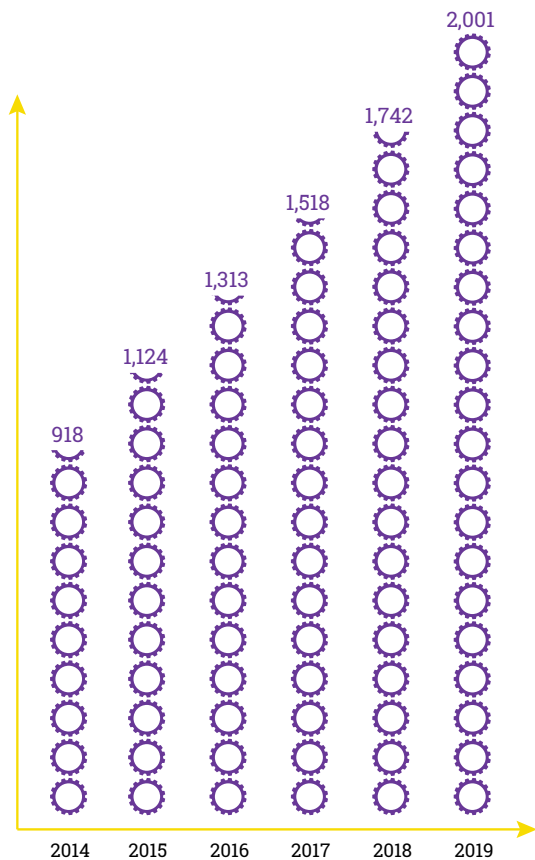
More than  
**90%**

of new stores were opened by existing franchisees in 2016

More than  
**95%**

of Planet Fitness stores are owned and operated by independent business men and women

## Store growth over the past 6 years\*



## Awards & Accolades

**FORBES**  
AMERICA'S BEST  
FRANCHISES  
2019: **#6**

**ENTREPRENEUR**  
FRANCHISE 500  
RANKED  
2019: **#7**

**BUSINESS INSIDER**  
THE TOP 10 FRANCHISES  
IN AMERICA  
2019: **#7**

**ENTREPRENEUR**  
FRANCHISE 500  
FASTEST GROWING FRANCHISE  
2019: **#9**


**FORTUNE**  
100 FASTEST-GROWING  
COMPANIES  
2019: **#58**

**More than 14.1 million members and counting!\***

\* As of September 30, 2020

Planet Fitness. planetfitness.com

# TIMELINE

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- 1992** The first Planet Fitness opens in Dover, New Hampshire
- 1993** UNH student Chris Rondeau (now CEO) takes front-desk job at Dover gym
- 1996** Planet Fitness introduced Tootsie Rolls at the front desk as a way to foster staff and member interaction. Clubs originally also offered a yellow banana flavored Tootsie Roll (until it was discontinued), in addition to the current grape and traditional chocolate flavor
- 1997** Planet Fitness unveils the Judgement Free Zone® philosophy as a way to make first-time gym users feel comfortable joining and starting their fitness journey
- 1999** In Concord, NH, after a daylong shortage of hot water, members were thanked for their patience with free pizza. The popularity of the giveaway led to once-a-month pizza night in all locations
- 2003** The first Planet Fitness franchise opens in Altamonte Springs, FL
- 2005** The PF Black Card® was introduced. For \$22.99, PF Black Card® members can workout at any Planet Fitness in the system, bring a guest at no additional charge, and have access to amenities including HydroMassage, massage chairs, tanning, and more
- 2006** 100<sup>th</sup> club opens in Logan, UT
- 2011** Planet Fitness opens its first location outside the continental United States in Carolina, Puerto Rico
- Planet Fitness launches its first-ever national advertising campaign – the “Lift Things Up” television commercial
- 2012** Planet Fitness partners with TSG Consumer Partners
- 500<sup>th</sup> club opens in Morton Grove, IL

# TIMELINE



**2013** Chris Rondeau is named Chief Executive Officer

Planet Fitness evolves its marketing and unveils the “No Gymtimidation” advertising campaign



**2014** 1<sup>st</sup> international location opens in Toronto, Ontario, Canada

**2015** 1,000<sup>th</sup> club opens in Washington, D.C.

Planet Fitness becomes a publicly traded company on the New York Stock Exchange under the ticker symbol PLNT



**2016** The Judgement Free Generation™ is launched, Planet Fitness’ national philanthropic initiative designed to combat the judgement and bullying faced by today’s teens by creating a culture of kindness and encouragement

**2017** Planet Fitness reaches 10.5 million member mark



**2019** Planet Fitness launched the Teen Summer Challenge allowing teenagers ages 15-18 to work out for free from May 15 through September 1 in the United States and Canada

2,000<sup>th</sup> club opens in Colorado Springs, Colorado



# FUN FACTS



## Why purple and yellow?

Creates a bright, fun and welcoming environment

## Why the gear?

Symbolism for movement

## Why the thumbs up?

Positivity!

## The Judgement Free Zone

philosophy was launched in 1997. The same year Leonardo DiCaprio set sail on the Titanic.



**Membership is just \$10 a month** – that's the cost of two, medium fancy lattes!



Our spelling of **“Judgement”** (with an 'e') was actually a mistake back in the beginning. We considered changing it, but we think it makes us different and really fits with our judgement free personality. 😊



Nearly **7 million** workouts take place at Planet Fitness each week.

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

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

# 75%

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

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



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

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

# GIVING BACK

## What is The Judgement Free Generation™?

The Judgement Free Generation is Planet Fitness' national philanthropic initiative designed to combat the judgement and bullying faced by today's teens by creating a culture of kindness and encouragement. Our mission is to empower a generation of teens to grow up contributing to a more judgement free planet.



THE  
**JUDGEMENT FREE  
GENERATION**  
*a pro-kindness, anti-bullying movement*

## Why Anti-Bullying, Pro-Kindness?

Being Judgement Free is core to who we are as a brand. Bullying has become an all-too-common issue in our society, and we believe we can help make a positive impact in our local communities.

## Who is our partner?

Boys and 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.



**BOYS & GIRLS CLUBS  
OF AMERICA**

## The Details:

Through our corporate support and fundraising efforts, we are:

- For the first time ever, making consistent anti-bullying tools and resources available to Boys & Girls Clubs across the country.
- Funding first-of-its-kind training for Boys & Girls Clubs' staff to create the positive, judgement free environments that will help kids thrive.
- Rallying consumers, members, and our staff to raise funds toward programming that will help to make our judgement free mission a reality.

## THE FACTS:

**One in five** teens experiences bullying<sup>1</sup>

Bullying is the #1 concern for parents<sup>2</sup>

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

Research shows that bullying can be prevented through **simple acts of kindness**, and bullying prevention approaches based in community and compassion have shown a 96% success rate<sup>4</sup>

<sup>1</sup> Centers for Disease Control and Prevention

<sup>2</sup> The Healing Power of Doing Good

<sup>3</sup> Edutopia

<sup>4</sup> No Bully

**To date, Planet Fitness has raised over \$5 million for its Judgement Free Generation partner, Boys & Girls Clubs of America.**



## REAL STORIES FROM REAL MEMBERS



**JIM**

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



**GINA**

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



**MEL**

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

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

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

# THE LEADERS OF OUR PLANET



## **Chris Rondeau, Chief Executive Officer**

Chris Rondeau has served as our CEO since January 2013. He previously served as our COO since 2003. Mr. Rondeau joined Planet Fitness in 1993, one year after our original founders, Michael and Marc Grondahl, started the Company in 1992. Throughout the years, he has played a critical role, working side by side with them to develop and refine the unique, low-cost/high-value business model and lean operating system that revolutionized both the fitness and franchising industry.



## **Dorvin Lively, President**

Dorvin Lively joined Planet Fitness in July 2013 and currently serves as our President, previously serving as our Chief Financial Officer and President. Mr. Lively, a 30-year veteran of corporate finance for various retail and consumer-products companies, leads our finance, treasury, financial planning and supply chain functions, and oversees strategic and long-term planning. Prior to joining Planet Fitness, from August 2011 to July 2013, Mr. Lively served as Executive Vice President, Chief Financial Officer, interim Chief Executive Officer and Chief Administrative Officer for RadioShack Corporation. In these positions, Mr. Lively led the company's finance, treasury, financial planning, investor relations, supply chain, and dealer franchise functions. Prior to RadioShack, Mr. Lively served as Chief Financial Officer at Ace Hardware Corp. His experience also includes previous positions at Maidenform Brands, Toys R Us, The Reader's Digest Association, and Pepsi-Cola International. Mr. Lively is a Certified Public Accountant (Inactive) and received his Bachelor's Degree from the University of Arkansas.



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

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



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

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

# THE LEADERS OF OUR PLANET



## **Craig Miller, Chief Digital & Information Officer**

Craig Miller has served as Chief Digital & Information Officer of Planet Fitness since September 2017, where he drives the vision and leadership of the Company's technology innovation as well as managing its digital information systems. Mr. Miller brings more than 20 years of experience in building industry-leading technology systems and innovative customer facing applications within prominent consumer companies. Most recently, he served as Senior Vice President and Chief Information and Technology Officer at Sonic Drive-In, where he was responsible for developing and executing the technology transformation strategies and services, including customer experience, digital engagement, store operations, advanced analytics, and corporate solutions. Prior to joining Sonic, he served as Executive Vice President and Chief Information Officer at Movie Gallery/Hollywood Video where he led strategic planning and development for the implementation of a new retail technology portfolio for all business functions. Mr. Miller previously held several senior technology roles at Bank of America, PepsiCo, and a software development firm that specialized in large-scale enterprise solutions and consumer products.



## **Ray Miolla, Chief Development Officer**

Ray Miolla joined Planet Fitness in June 2018 as our Chief Development Officer, responsible for driving strategic initiatives to fuel the Company's overall system-wide growth. With more than 20 years of experience in real estate and development, Mr. Miolla most recently served as Senior Vice President, Global Real Estate, Store Development and Franchise Services at Gap, Inc., responsible for all brands including Gap, Banana Republic, Old Navy, Athleta and outlet stores. While at Gap, Inc., he opened more than 150 new stores annually worldwide and grew the franchise business to more than 400 locations in over 40 countries. He previously served as Vice President, Real Estate, Franchise and Business Development for Jamba Juice and also spent nearly a decade with Burger King, eventually overseeing more than 1,800 franchise locations and staff in all major operating areas. Mr. Miolla received his Bachelor's degree from Middlebury College and his J.D. from Boston University School of Law.



## **Jeremy Tucker, Chief Marketing Officer**

Jeremy Tucker has served as our Chief Marketing Officer since November 2019. In this role, he is responsible for overseeing the Company's national and local marketing, branding, creative development and media, digital and social media, brand partnerships and sponsorships, communications, and corporate social responsibility. Mr. Tucker has nearly 20 years of experience across large-scale, global industries, most recently serving as Vice President, Marketing Communications & Media for Nissan North America where he served as the U.S. head of marketing. Previously, Mr. Tucker served as Vice President, Strategic Marketing for The Walt Disney Company and he has also held a number of marketing leadership roles at PepsiCo. Mr. Tucker has an MBA in Marketing from Southern Methodist University and holds dual Bachelor's degrees in Business and Fine Arts from Louisiana State University.



## **Bill Bode, Senior Vice President of Franchise Operations**

Bill Bode joined Planet Fitness in 2016 and serves as the Senior Vice President of Franchise Operations, bringing extensive experience brand building on both the franchisor and franchisee sides of the business. Mr. Bode joins Planet Fitness from Dunkin' Brands where he held various senior leadership positions, most recently serving as the Regional Vice President of Dunkin' Donuts Northeast where he was responsible for overseeing the operations of over 2,600 restaurants. Throughout his tenure at Dunkin' Brands, Mr. Bode also had responsibility for U.S brand compliance and business development, store development, marketing and franchising. Prior to joining Dunkin' Brands, he was a Dunkin' Donuts franchisee in Richmond, Va.

# THE LEADERS OF OUR PLANET



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

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



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

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



## **Jennifer Simmons, SVP Business Strategy & Analytics**

Jennifer Simmons joined Planet Fitness in November 2013 and currently serves as SVP, Business Strategy & Analytics. In this role, she leads the data analytics function that supports business performance and strategic decision making, and is responsible for facilitating the ongoing development, communication and execution of the corporate strategic plan. 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.



## **Justin Vartanian, General Counsel**

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



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

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