

Franchise Investment Overview

A premium boutique fitness franchise redefining Pilates through

AT A GLANCE

93

Open Studios

123

New Locations
In Development

\$766,821

Avg. Annual
Gross Sales*

\$182,646

Avg. Annual
Net Income*

WHY PILATES, WHY NOW

- Surging Demand

Pilates is the fastest-growing segment in boutique fitness, with the global market projected to exceed \$150B by 2030¹.
- Recession-Resilient Revenue

76% of studio income comes from recurring memberships. Boutique fitness members maintain subscriptions at higher rates than traditional gyms.
- A Business That Fits Your Life

Owners operate with a trained studio manager and team in place. The model supports semi-absentee and multi-unit ownership for investors who want returns without daily operations.
- Explosive, Proven Growth

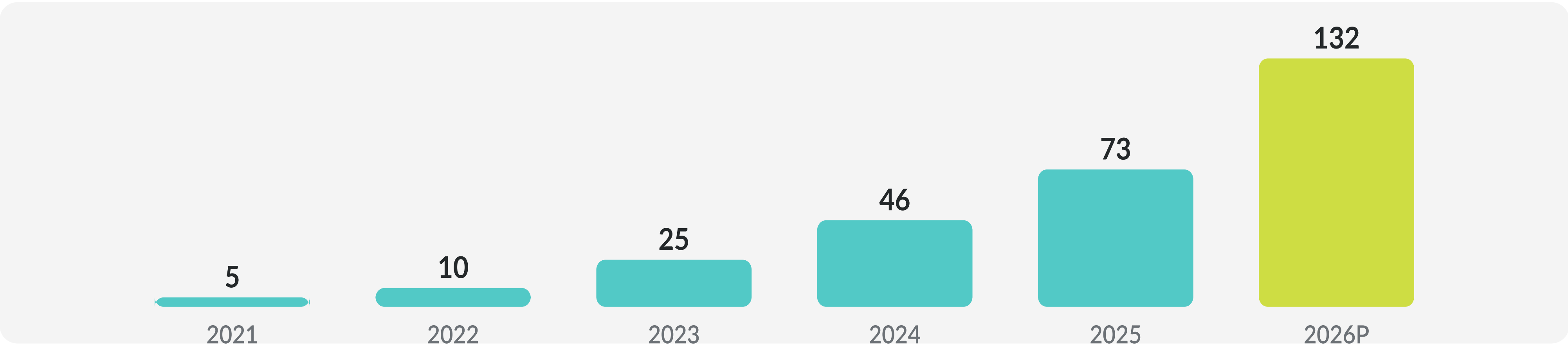
From 14 studios in 2023 to 85 in 2026, with 105 in development across 31 states.
- Full-System Franchisee Support

Comprehensive training (business, fitness manager, instructor), dedicated launch team , proprietary tech stack, financial benchmarking, and ongoing guidance from HQ.
- Built-In Risk Reduction

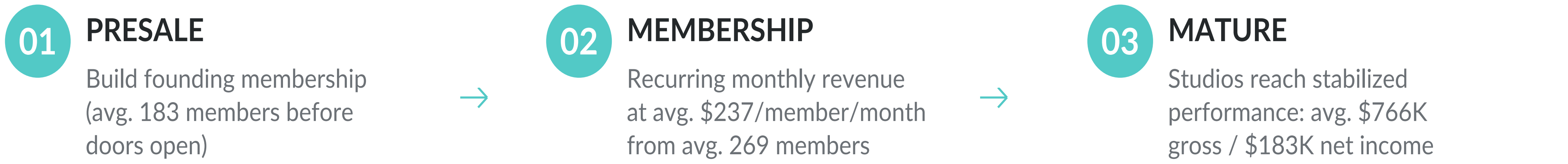
Presale membership drives an average 183 founding members before doors open. Proven playbooks for marketing, hiring, and operations reduce ramp-up uncertainty.

GROWTH TRAJECTORY

Total Open Studios | 2026P = projected based on signed agreements



HOW THE REVENUE MODEL WORKS



¹ <https://www.alliedmarketresearch.com/press-release/pilates-and-yoga-studios-market.html>

*These figures are taken from Item 19 of our FDD with an issuance date of April 10, 2026. Of the 38 Studios profiled in Item 19, the average 2025 Gross Sales was \$766,821, with median average Net Income of \$182,646. The top third had high average Gross Sales of \$939,878 (average Net Income of \$293,255), and the bottom third had average Gross Sales of \$597,451 (average Net Income of \$95,712). 76% of income is from memberships and is primarily recurring, with average Revenue per Member of \$237 per month. Please see Item 19 of the FDD for additional information. This advertisement is not an offering. An offering can only be made by a prospectus. © 2026 BODYBAR Franchising, LLC, 3100 West 7th Street, Suite 310, Fort Worth, TX 76107. www.bodybarpilates.com

Your Investment, By the Numbers

ESTIMATED INITIAL INVESTMENT

Category	Low Estimate	High Estimate
Initial Franchise Fee	\$60,000	\$60,000
Leasehold Improvements	\$120,000	\$275,000
Pilates Equipment Package	\$105,000	\$128,660
Audio/Visual & Computer Systems	\$25,225	\$32,225
Signage	\$10,000	\$22,000
Advertising/Marketing (incl. Grand Opening)	\$20,000	\$30,000
Training, Travel & Professional Fees	\$37,000	\$63,150
Insurance, Inventory, Shipping & Other	\$34,200	\$145,000
TOTAL ESTIMATED INITIAL INVESTMENT	\$411,425	\$756,035

FINANCIAL PERFORMANCE HIGHLIGHTS

ALL 38 INCLUDED STUDIOS (AVG.)		TOP THIRD STUDIOS (AVG.)	
Gross Sales	\$766,821	Gross Sales	\$939,878
Cost of Goods Sold	\$30,513	Cost of Goods Sold	\$43,556
Normalized Expenses	\$553,780	Normalized Expenses	\$598,646
Net Income	\$182,646	Net Income	\$293,255

ONGOING FEES & SUPPORT

Royalty 7% of Gross Sales	Marketing Fund 2% of Gross Sales
Technology Fee \$500/month	Local Ad Spend Min. \$3,000/month avg.

MULTI-UNIT OPPORTUNITY

68% of BODYBAR franchise agreements are multi-unit deals. Area development pricing offers significant savings versus individual franchise fees:

3 Studios	5 Studios	10 Studios
Dev Fee: \$155,000 (\$51,667/unit)	Dev Fee: \$240,000 (\$48,000/unit)	Dev Fee: \$400,000 (\$40,000/unit)

Ready to Explore the BODYBAR Opportunity?

Schedule a discovery call to learn how BODYBAR fits your investment goals.

bodybarpilates.com/franchise

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