

Xponential Fitness

Consumer Conference: XPOF Fireside Chat **Takeaways**

Reiterate Rating: NEUTRAL | PO: 15.50 USD | Price: 15.26 USD

We hosted a Fireside Chat with XPOF Chief Financial Officer John Meloun & Vice President of Corporate Development Andrea Mihic at our consumer conference in Miami, Florida. Our key takeaways were:

Club Pilates & scaled brands continue to drive growth

We believe XPOF continues to see the most momentum with its larger brands including Club Pilates, StretchLab, Yoga Six, Pure Barre, and Rumble. We believe these franchisees are the most profitable, especially given mostly fixed cost model with avg. operating costs of \$30K/month (split equally between rent/labor/other). XPOF still sees strong growth from scaled brands including Club Pilates, especially with in-fill of existing markets which continue to outperform designed AUVs. We believe CycleBar has been more challenged especially as interest in indoor cycling has normalized, but XPOF has recently added different programming & media into its class formats, as it looks to replicate the success of its Pure Barre revamp.

Lindora helps expands portfolio into wellness

We believe XPOF should see benefits from its acquisition of Lindora, especially as AUVs were \$900K+ prior to the recent rise in popularity of weight loss/GLP-1 solutions. XPOF should see more Lindora openings in 2025, as it focuses on license sales this year. XPOF believes the Lindora acquisition likely expands its total domestic studio opportunity to ~8K in the U.S.. We believe XPOF will continue to prioritize M&A for capital deployment, as it looks to add 1 new brand a year, but will also consider potential divestitures for underperforming brands.

B2B partnerships focused on driving in-studio visitation

XPOF continues to leverage B2B partnerships to raise overall brand awareness and drive in-studio visitation such as with Princess Cruises. We believe XPOF is looking to increase class utilization through its partnership with Gym Pass which continues to rise in popularity. We raise our PO to \$15.50 (from \$13) based on an EV of 7-8X our C25 adj. EBITDA given momentum XPOF is seeing with its scaled brands including Club Pilates, but remain Neutral given risk of studio closures at underperforming brands such as CycleBar.

Estimates (Dec) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	0.22	0.31	1.01	1.42	1.49
EPS Change (YoY)	NM	40.9%	225.8%	40.6%	4.9%
Consensus EPS (Bloomberg)			1.21	1.75	2.31
DPS	0	0	0	0	0
Valuation (Dec)					
P/E	69.4x	49.2x	15.1x	10.7x	10.2x
EV / EBITDA*	24.8x	17.5x	13.5x	12.1x	12.1x
Free Cash Flow Yield*	-2.2%	-3.0%	-1.4%	-1.7%	-2.1%
* For full definitions of <i>IQ</i> method SM measures, see page 4.					

13 March 2024

Equity

Previous	Current
13.00	15.50

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Stock Data

Price	15.26 USD
Price Objective	15.50 USD
Date Established	12-Mar-2024
Investment Opinion	C-2-9
52-Week Range	8.30 USD - 33.58 USD
Mrkt Val (mn) / Shares Out	888 USD / 58.2
(mn)	
Free Float	71.7%
Average Daily Value (mn)	12.44 USD
BofA Ticker / Exchange	XPOF / NYS
Bloomberg / Reuters	XPOF US / XPOF.N
ROE (2024E)	NA
Net Dbt to Eqty (Dec-2023A)	NA
ESGMeter™	NLA

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to "BofA ESGMeter Methodology"

B2B: business to business

AUV: Average unit volume

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Timestamp: 13 March 2024 05:00AM EDT

iQprofile[™]Xponential Fitness

iQmethod sM − Bus Performance*					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Return on Capital Employed	3.2%	9.1%	14.3%	19.3%	17.4%
Return on Equity	NM	NM	NM	NM	NM
Operating Margin	5.5%	12.4%	24.2%	33.0%	30.9%
Free Cash Flow	(20)	(27)	(13)	(15)	(19)
iQmethod [™] – Quality of Earnings*					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash Realization Ratio	0.2x	-0.6x	0x	0x	0x
Asset Replacement Ratio	1.4x	1.1x	0.8x	1.0x	1.2x
Tax Rate	15.5%	NM	27.0%	27.0%	27.0%
Net Debt-to-Equity Ratio	99.4%	NM	NM	NM	358.1%
Interest Cover	1.3x	1.0x	1.9x	2.9x	3.0x
Income Statement Data (Dec)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Sales	245	319	345	382	407
% Change	58.0%	30.1%	8.2%	10.6%	6.8%
Gross Profit	179	245	265	300	319
% Change	57.5%	36.5%	8.4%	13.0%	6.5%
EBITDA	74	105	136	152	153
% Change	172.5%	41.8%	29.4%	11.5%	0.5%
Net Interest & Other Income	(10)	(40)	(45)	(43)	(42)
Net Income (Adjusted)	10	16	55	77	78
% Change	NM	62.8%	255.3%	39.6%	1.2%
Free Cash Flow Data (Dec)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Net Income from Cont Operations (GAAP)	3	(2)	28	61	62
Depreciation & Amortization	15	17	17	17	17
Change in Working Capital	1	(9)	1	2	1
Deferred Taxation Charge	NA	ŇÁ	NA	NA	NA
Other Adjustments, Net	(18)	(15)	(45)	(77)	(79)
Capital Expenditure	(21)	(18)	(14)	(17)	(20)
Free Cash Flow	-20	-27	-13	-15	-19
% Change	46.0%	-35.5%	52.3%	-16.3%	-26.9%
Share / Issue Repurchase	56	(227)	0	0	0
Cost of Dividends Paid	0	0	0	0	0
Change in Debt	(16)	228	(15)	(10)	(10)
Balance Sheet Data (Dec)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Cash & Equivalents	37	37	73	125	163
Trade Receivables	26	33	35	39	42
Trade Receivables					
Other Current Assets	23	27	29	30	31
		27 20	29 17	30 17	31 20
Other Current Assets	23				

483

102

133

152

386

96

483

0

527

122

319

201

643

(116)

527

0

570

125

309

206

640

(70)

570

0

634

128

299

220

647

(13)

634

0

684

131

289

229

649

35

684

0

Company Sector

Leisure

Company Description

Xponential Fitness is the largest franchisor of boutique fitness studios in the U.S. with ten brands including Club Pilates, CycleBar, Pure Barre, StretchLab, Row House, YogaSix, Rumble, AKT, Stride, & BFT. XPOF generates its revenue primarily through franchise fees led by royalty fees, but also through equipment placement of revenue, merchandise revenue and other service revenue.

Investment Rationale

We rate XPOF Neutral as we believe the risk/reward is balanced as potential for slowing net unit growth is partially offset by near-term momentum at Club Pilates & StretchLab which could drive average unit volumes.

Stock Data

Average Daily Volume

Quarterly Earnings Estimates

	2023	2024
Q1	0.04A	0.25E
Q2	0.07A	0.25E
Q3	0.11A	0.23E
Q4	0.08A	0.27E

815,067

Total Assets

Short-Term Debt

Long-Term Debt

Total Equity

Total Liabilities

Other Current Liabilities

Other Non-Current Liabilities

Total Equity & Liabilities

* For full definitions of \emph{IQ} method $^{\text{SM}}$ measures, see page 4.

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Price objective basis & risk

Xponential Fitness (XPOF)

Our \$15.50 PO is based on an enterprise value of 7-8X our 2025E EBITDA estimate, inline to slightly below other high quality franchise peers given risk of slowing unit growth.

Risks to the downside are: (1) Xponential operates in a highly competitive U.S. boutique fitness market with other high growth competitors including F45 & Orangetheory, (2) resurgence of of at home fitness, including Peloton, could pressure demand for boutique fitness, (3) Xponential has a relatively high membership turnover rate (HSD%) with a low customer lifespan (11 month), and (4) more challenging macroeconomic environment could pressure overall fitness discretionary spend.

Risks to the upside are: (1) momentum at Club Pilates & StretchLab could help offset more challenging trends at other key brands, (2) Rumble & BFT could begin to drive strong average unit volumes as they scale, and (3) continued consolidation in the boutique fitness market could lead to share gains for XPOF.

Analyst Certification

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US - Broadlines, Hardlines, Food Retailers & Leisure Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Academy Sports + Outdoors	ASO	ASO US	Robert F. Ohmes, CFA
	Arhaus, Inc	ARHS	ARHS US	Robert F. Ohmes, CFA
	BJ's Wholesale Club Holdings	BJ	BJ US	Robert F. Ohmes, CFA
	Costco Wholesale Corporation	COST	COST US	Robert F. Ohmes, CFA
	Grocery Outlet Holding Corp.	GO	GO US	Robert F. Ohmes, CFA
	Harley-Davidson	HOG	HOG US	Alexander Perry
	Life Time	LTH	LTH US	Alexander Perry
	Mattel	MAT	MAT US	Alexander Perry
	Mister Car Wash	MCW	MCW US	Robert F. Ohmes, CFA
	O'Reilly Automotive, Inc.	ORLY	ORLY US	Robert F. Ohmes, CFA
	Planet Fitness, Inc.	PLNT	PLNT US	Alexander Perry
	Sprouts Farmers Market, Inc.	SFM	SFM US	Robert F. Ohmes, CFA
	Sysco Corporation	SYY	SYY US	Kendall Toscano
	Target Corp.	TGT	TGT US	Robert F. Ohmes, CFA
	The Kroger Co.	KR	KR US	Robert F. Ohmes, CFA
	Topgolf Callaway Brands Corp	MODG	MODG US	Alexander Perry
	Upbound Group Inc.	UPBD	UPBD US	Vicky Liu
	Walmart Inc	WMT	WMT US	Robert F. Ohmes, CFA
NEUTRAL				
	Dick's Sporting Goods	DKS	DKS US	Robert F. Ohmes, CFA
	Fox Factory Holding Corp	FOXF	FOXF US	Alexander Perry
	Hasbro	HAS	HAS US	Alexander Perry
	Williams-Sonoma	WSM	WSM US	Robert F. Ohmes, CFA
	Xponential Fitness	XPOF	XPOF US	Alexander Perry
	YETI Holdings, Inc.	YETI	YETI US	Robert F. Ohmes, CFA



US - Broadlines, Hardlines, Food Retailers & Leisure Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
UNDERPERFORM				
	Advance Auto Parts, Inc.	AAP	AAP US	Robert F. Ohmes, CFA
	Canada Goose Holdings Inc	YGOOS	GOOS CN	Alexander Perry
	Canada Goose Holdings Inc	GOOS	GOOS US	Alexander Perry
	Columbia Sportswear	COLM	COLM US	Alexander Perry
	Dollar General Corporation	DG	DG US	Robert F. Ohmes, CFA
	Dollar Tree, Inc.	DLTR	DLTR US	Robert F. Ohmes, CFA
	Hibbett Sports, Inc.	HIBB	HIBB US	Alexander Perry
	National Vision	EYE	EYE US	Robert F. Ohmes, CFA
	Tractor Supply Company	TSCO	TSCO US	Robert F. Ohmes, CFA

*IQ*method[™] Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) \times (1 - Tax Rate) + Goodwill Amortization	Total Assets – Current Liabilities + ST Debt + Accumulated Goodwill
		Amortization
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5 Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations – Total Capex	N/A
Quality of Earnings	Numerator	Denominator
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Capex	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt — Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit	Numerator	Denominator
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap = Current Share Price × Current Basic Shares
Enterprise Value / Sales	EV = Current Share Price × Current Shares + Minority Equity + Net Debt +	Sales
ze.p.ise value / sales	Other LT Liabilities	54.05
EV / EBITDA	Enterprise Value	Basic EBIT + Depreciation + Amortization
LV / LUITUM	Enterprise value	Basic EDIT - Depreciation - Amortization

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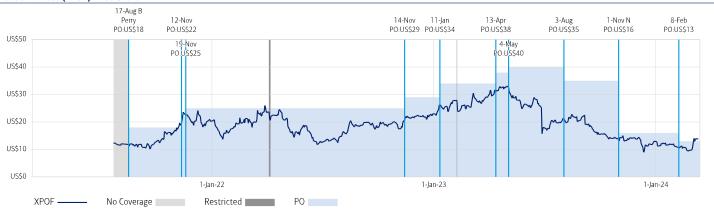
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Disclosures

Important Disclosures

Xponential Fitness (XPOF) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

Equity Investment Rating Distribution: Leisure Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	16	55.17%	Buy	9	56.25%
Hold	7	24.14%	Hold	5	71.43%
Sell	6	20.69%	Sell	4	66.67%

Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

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Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster^{R2}

Buy	≥ 10%	≤ /0%
Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

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