

JLM Financial Partners is a private investment firm based in Austin, Texas.

Founded in 2015 by Larry Meyer and Trey Owen, JLM Financial Partners primary focus is on the acquisition and development of Planet Fitness Franchises.

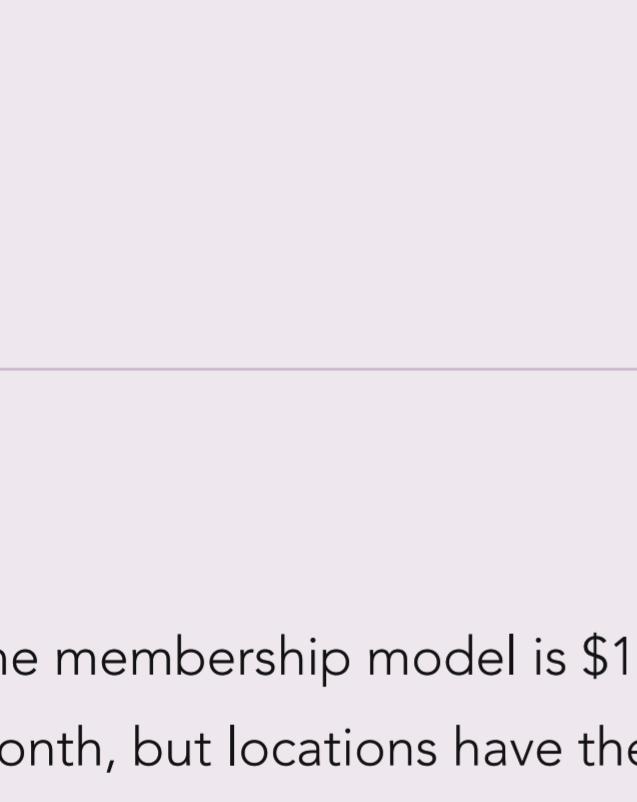
Investment Criteria

JLM is actively acquiring existing Planet Fitness clubs as well as future development opportunities within territories defined by sellers Area Development Agreements (ADA). JLM Financial Partners are interested primarily in the acquisition of multiple club portfolios both with or without additional ADA territories, but will consider single fitness center acquisitions if they are strategic.

JLM's strategic partnership with PF-TO Management, owned by Mr. Owen, allows the firm to quickly assess the enterprise value of a selling franchisee's clubs and ADA, allow JLM to customize its approach to meet the unique needs of the individual seller and allow the company to achieve a high probability of success in new acquisitions.

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About Planet Fitness



Founded in 1992 in Dover, N.H., Planet Fitness has over 1,000 locations nationwide and has revolutionized the industry with a combination of extremely low prices and a unique, friendly and hassle-free environment called the Judgement Free Zone. The company prides itself on giving people an unbeatable value, top-notch facilities, and an atmosphere that focuses on the needs of occasional or first-time gym users rather than hard-core fitness fanatics. All Planet Fitness clubs feature a wide selection of brand-name cardio and strength equipment, fully equipped locker rooms, flat screen televisions and provide unlimited fitness instruction for all members.

The membership model is \$10 to \$19.95 per month, but locations have the look and feel of a \$50 a month product.

The average club has over 6,500 members. The company began franchising locations in 2002. A short thirteen years later, there are over 950 franchised units in the U.S. with no failures.

The combination of the price point and the non-intimidating Judgement Free Zone environment has proven to disrupt and change the U.S. Fitness Club Market.

EBITDA margins at the club are above 30%.

Planet Fitness excelled during the most recent downturn, growing by over 50% during that period.

A majority stake in Planet Fitness was purchased by TSG Consumer Partners LLC in 2013. TSG is a leading investment firm with approximately \$3 billion in equity capital under management and is focused exclusively on the branded consumer sector.