

STRONG AT EVERY LEVEL.



FRANCHISE
INFORMATION

LEVEL R^{ED}
BOXING

NOT JUST A JAB, CROSS, HOOK, UPPERCUT...



Being compared regularly to Orange Theory Fitness, Title Boxing, and other larger brands has been extremely encouraging. Every single day I find myself in the middle of an emerging brand that is selected over large, older brands. There is magic here and I'm staying.

Susie Silko
General Manager
LRB Pittsburgh



We've been able to distance ourselves from the status quo in Pittsburgh. Level Red Boxing is an experience that impresses everyone who steps through the door. My doors have been swinging since day one and I'm not looking back.

Anthony Letto
Franchise Owner
LRB Pittsburgh



I've seen Level Red Boxing absolutely turn our community around. We've actually changed the way people exercise in our area. We are the most popular spot around and it feels great to be on top.

Aaron Hertle
Investor/Franchise Owner
Level Red Boxing



**DON'T JUST OWN THE GYM...
OWN THE PARTY**

A WORKOUT THAT'S JUST A "WORKOUT" IS A THING OF THE PAST.

For fitness clubs to claim stake today, you have to own the party. The moment you walk through those doors, you step into something unlike any other fitness experience before. Level Red Boxing is becoming known as "the workout that feels like a party."

At LRB, there's no shortage of reasons to celebrate. Glove graduations, birthdays, anniversaries and special occasions are happening every day and our motivators and members live it up!

OWN ORGANIC REACH

**THESE DAYS,
SOMETHING PROFOUND OR
EXTRAORDINARY NEEDS TO HAPPEN
FOR CUSTOMERS TO TAKE ACTION
ON SOCIAL MEDIA.**

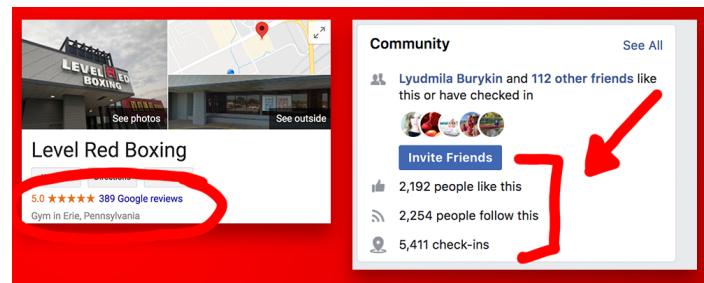
Think about your favorite restaurant or store. When was the last time you were inspired enough to go through the trouble to post about that place?

Organic reach is a metric used in social media marketing that shows the number of unique accounts that have seen a post or piece of content on a social media platform. Organic reach excludes the use of any paid promotional tools used to boost or promote visibility of the post.



Level Red Boxing has tapped into the secret of successfully growing organic reach and has a strong foothold on manufacturing this across all social media platforms. With glove graduations and celebrations happening every day, members automatically share their crowning moments with everyone on every platform available. When members share, organic reach is accomplished. Warm congratulations and re-shares happen automatically and in high numbers thus

LESSENING THE NEED FOR LARGE AD SPEND BUDGETS.



OWN YOUR COMMUNITY

BECOMING A LEVEL RED BOXING OWNER IS MORE THAN OPENING YOUR DREAM BUSINESS, IT'S ABOUT PLANTING A FLAG IN YOUR COMMUNITY.

There's no way to explain the emotional return you'll receive as an LRB owner in your own home town or abroad. From the hype surrounding your pre-grand opening, to the excitement of your opening day, you'll be the talk of the town.

Imagine going to dinner at your favorite restaurant or visiting a salon and overhear numbers of people talking about your business. See yourself standing in the parking lot of your very own location only to observe scores of happy and satisfied members walking in for their workout or out to their next destination holding a pair of LRB boxing gloves.

THESE REWARDS CAN HAPPEN FOR YOU!

OUR STORY



Anthony Pribonic Founder/President (left), **Matt Pribonic** Co-Founder/Vice President (right),
Mike Ferguson General Manager, Level Red Boxing Buffalo (center).

Matt and Anthony Pribonic, brothers and creators of Level Red Boxing as well as 3 other fitness brands, have spent much of their lives in the fitness industry.

As children and young adults, their mother was a pioneer of group fitness for women and later went on to run a Nautilus Fitness and Racquet Club programming and operations. Following her time at fitness and aquatic club operations, she moved on to head up new projects in managing and directing athletic/recreation sports facilities. The exposure the brothers had to the industry at such a young age is what has made them powerful forces in a rapidly growing health and fitness industry.

OVER TIME, THEY DISCOVERED MANY PITFALLS THAT FITNESS TRENDS AND FACILITIES HAD - EVEN IN THEIR OWN CLUBS.

“OUR INDUSTRY IS RAPIDLY CHANGING AND CUSTOMERS WANT MORE FROM THEIR FITNESS CLUB. THEY WANT TO BE RECOGNIZED AND REWARDED AND EVERYONE NEEDS TO BE INVOLVED”

-Matt Pribonic

From poor customer service to lack luster programming, the Pribonics wanted to right the wrongs. Level Red Boxing was going to be the correction.

“We set out to build a unique fitness model that anyone at any level could take part in. There are higher numbers people attritioning out of high impact fitness programs than ever before and those same individuals have very few options.”

“We are coming to an era in which many have tried multiple gyms and failed to stay motivated or have had negative experiences. Therefore,

WE WANTED TO BUILD A SYSTEM OF TRAINING THAT SPOKE TO THAT GENERATION OF EXERCISER.”

-Anthony Pribonic

LEVEL [RED] BOXING®



The brothers have a combined 20 years in group fitness coordination. After starting a massively successful fitness startup in 2009, they kept moving the needle. After multiple expansions, they decided to break into boxing inspired group fitness to offer members more engaging circuit style fitness experiences with less impact. In just 16 months the company passed a 1,000 active member mark and in 24 months had scaled to 4 clubs in 3 states.



DESIGNED WITH THE USER IN MIND

Level Red Boxing has been specifically designed for the user. The workouts include key variations to prevent boredom. Unmatched customer service systems and cost effective club design work anywhere.

"We wanted to automate our way out of the shortcomings that most other clubs encounter-

POOR MEMBER MANAGEMENT, APPRECIATION AND ACHIEVEMENT ACKNOWLEDGEMENT ARE MAJOR PROBLEMS THAT CLUBS CAN'T ESCAPE.

Tracking class usage for every member allows us to stay in the know. The members love it and it also helps our staff to stay engaged."

-Matt Pribonic



Each month, member's names are written on yellow and red in-club boards showing a count-down to glove graduation.

**LEVEL RED BOXING'S
ONE-OF-A-KIND SYSTEM OF
GLOVE GRADUATION HAS
ELEVATED THE BRAND TO A
NEW STANDARD OF MEMBER
AND STAFF ENGAGEMENT**

**WHEN A MEMBER JOINS, THEY
RECEIVE COMPLIMENTARY
GREEN GLOVES**

**WHEN A MEMBER REACHES
100 CLASSES THEY'RE AWARDED
YELLOW GLOVES**

**AND WHEN A MEMBER REACHES 200
CLASSES THEY RECEIVE THE PRIZED
RED GLOVES**



**WHEN MEMBERS HIT A NEW LEVEL GLOVE,
THERE IS A HUGE CELEBRATION.
GLOVE GRADUATIONS CAUSE FRONT END
STAFF AND MANAGEMENT TO BUILD
COMMUNITY WITH MEMBERS.**

THE WORKOUT

CLASSES INCLUDE KETTLEBELL, TRX AND MEDICINE BALL CIRCUITS TO DELIVER A FULL BODY WORKOUT.

Programming at LRB delivers an unmatched group fitness experience through 5, 8 and 12 - 3 minute boxing rounds of instructor led boxing combinations. Members burn 500-1,000 calories per workout. Each 3 minute round is broken up with 1:00 minute of active recovery.



PROPRIETARY INTERVAL TIMER AND EXERCISE QUEUING

The Level Red Boxing exercise and interval trainer app is displayed during each class. The LRB class timer sets the pace for the entire class and displays exercise sets organized by time or reps. During boxing rounds, a countdown timer shows each round of 3-minute boxing with break sets and bell rings for interval switches. These pre-designed workout programs are set by date and performed unilaterally at all clubs for all classes. The workout timer is created and owned by Level Red Boxing.

THE TECH

Studies show that the implementation of heart rate monitoring in workouts increase member attendance by 25% and member retention by 10%. Level Red Boxing HR tracking allows our members to follow their activity, total calorie burn and participate in monthly contests.

APP technology has been implemented on a large scale. Each member can view past workouts, track body analytics, book classes and purchase from the LRB APP. Our members have constant access to club news and new products.

THE VERDICT

The common consensus from member interviews, reviews and testimonials is that Level Red feels like a party in every class. The brand attracts the finest fitness coaches and members looking for a change.



THE MINUTE YOU STEP IN, YOU'RE IMMEDIATELY STRUCK WITH AMAZINGLY ENERGETIC VIBES, POSITIVE ENGAGED STAFF, A SYSTEM WITH AUTOMATIC MOTIVATION, THE MOST LUX FINISHES, STYLE AND AN ALL-AROUND IMPRESSIVE EXPERIENCE.



FRANCHISE OWNER SUPPORT



We're in your corner! The LRB franchise support system is Strong At Every Level! We're excited for you to talk to our team! Our partners receive unmatched support every step of the way. This could very well be your first experience owning your own business and we completely understand what it takes to make this process fun and successful. Starting a business has tons of rewards and we'll be with you every step of the way.

LOCATION SELECTION

Our market research team is here and ready to help you find the perfect spot that will continue to be successful years to come.

LEASE NEGOTIATION

Great! You've found your spot! Let us go to bat for you throughout lease negotiations to ensure you receive the respect and opportunities you deserve.

BUILDOUT

We're design experts! Enjoy the thrill of laying out your location with us! We always work side by side our new location owners and general contractors.

PRE-GRAND OPENING MARKETING

Don't worry, our team of amazing marketing geniuses, web developers and analytic masterminds will make sure everyone in town knows you're coming. Our goal is to have masses of paying members counting down the days to your grand opening.

STAFFING ASSISTANCE

We know just who to look for. The fitness industry requires a particular type of employee. One that will be able to deliver energy, passion and professionalism. With our specific job posting and review process, you'll find yourself surrounded by a knockout staff you can depend on.

GRAND OPENING ASSISTANCE

The support doesn't stop at the door. Our team will continue to work side by side with your staff during your first stage of opening.

- Grand opening advertising
- Press releases
- Roadside media displays
- Direct home flyers
- Staff training

CONTINUED SUPPORT

We have the roadmap for growth.





FRANCHISE OWNER SUPPORT CONTINUED...

TRAINING



Our comprehensive training systems thoroughly equip new staff members with the skills and confidence to deliver the Level Red Boxing product with extreme precision.

THE LEVEL RED BOXING TRAINING PACKAGE IS A STRUCTURED SYSTEM WHICH INCLUDES THREE ROUNDS OF TRAINING AND UNLIMITED ADDITIONAL SUPPORT VIA PHONE, EMAIL, SKYPE OR WEBINAR.

ROUND 1

INITIAL TRAINING

The Corporate Training Team, Franchise Owner and General Manager will have a series of training days within 30-60 days following the lease execution to discuss general club operations, success plans and LRB culture.

ROUND 2

PRE-GRAND OPENING TRAINING

The Corporate Training Team, General Manager, MOTIVATORS, and Sales Associates will participate in 40 hours of module training. Round 2 is conducted within 30 days of pre-grand opening. The staff will be trained on club systems, member experience, culture, class training, sales, lead generation, marketing and more!

ROUND 3

POST-GRAND OPENING TRAINING

Round 3 further facilitates operations training. During your Grand Opening week you will be accompanied by corporate team members to assure that all systems and operations are performing smoothly. We will be at your side to troubleshoot and offer any needed continued or on the job training.

THE INDUSTRY



Specialty training facilities are not new, of course. But now specialty fitness is all the rage, and things like boxing are being brought to the masses. But that barely scratches the surface. Specialty fitness programs that focus on a particular style of exercise, piece of equipment or even philosophical approach are exploding across the country. Some focus on interval training, others on yoga or Pilates, on stationary bicycles (spin) or any number of other varieties.

Membership at specialty facilities often becomes a point of pride and a community develops around the exercise. Branded merchandise, private training, corporate events and parties often become a source of additional revenue.

THE HEALTH CLUB MARKET IS WORTH \$87.2 BILLION GLOBALLY AND HAS GROWN EVERY YEAR SINCE 2008 [IHRSA 2018].

IN THE USA, THERE WERE MORE THAN 6 BILLION GYM VISITS TO 39,570 FACILITIES IN 2018 (THIS EXCLUDES HOTEL GYMS) [IHRSA 2019].

AT 39,570, THE NUMBER OF US HEALTH CLUB FACILITIES INCREASED BY 2.8% OVER THE PREVIOUS YEAR, UP FROM 38,477 LOCATIONS [IHRSA 2019].

IN 2018, U.S. GYM INDUSTRY REVENUE INCREASED TO \$32.3 BILLION, UP FROM \$30 BILLION IN 2017, A 7.8% GROWTH [IHRSA 2019].

THE U.S. HEALTH CLUB INDUSTRY SERVES 71.5 MILLION CONSUMERS [IHRSA 2019].

MOTIVATION IS OUR MANTRA...

STRONG AT EVERY LEVEL IS OUR RELIGION.



SETTING YOURSELF APART AND ABOVE THE REST

A constant and primary obstacle for many businesses is becoming irrelevant and strangled by competition.

Set yourself apart with LRB.

In addition to extraordinarily attractive club designs and a second to none workout experience, the Level Red Boxing model has been designed with multiple perk benefits that correlate with its brand image to deliver an experience that motivates, inspires and makes sense.

With the LRB proprietary system of glove graduation, members have an automatic goal the minute they experience their first class. This unique loyalty/reward system is the reason behind our radical growth and customer satisfaction.

WHAT'S NEXT?

LEVEL[R]ED[®]
BOXING

LETS DO THIS.
MOVE THROUGH LEVEL RED BOXING'S
ROUNDS TO FRANCHISE OWNERSHIP

ROUND 1

LET'S HOOK UP

Lets talk about what excites you about becoming an owner at Level Red Boxing.



ROUND 2

CUT ABOVE WEBINAR

Find out why Level Red is a cut above the rest. Learn about our culture, mission and direction.



ROUND 3

MEET YOUR CORNER

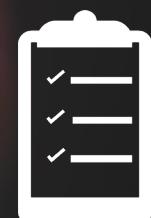
Learn about our levels of support for your success.



ROUND 4

REVIEW THE DETAILS

Get an A-Z description of how relationships work between the franchise and franchisee.



ROUND 5

TALK TO CHAMPIONS

Hear from and converse with other Level Red Boxing franchise owners. Find out what it's like to own an LRB location.



ROUND 6

DISCOVERY DAY

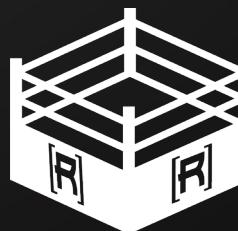
Visit a Level Red Boxing location. Meet our motivators, managers and owners.



ROUND 7

STEP IN THE RING

Welcome to the LRB family! Let's get started on your journey of fitness business success.



Completing due diligence is an important step to owning any franchise organization. The Level Red Boxing due diligence schedule is a step by step process toward ownership. This process allows both Level Red Boxing and potential franchisees an opportunity to achieve mutual evaluation.

If you feel that Level Red Boxing is the right fit for you, start leveling up today! Level Red Boxing is your opportunity to take ownership in a highly lucrative and rewarding industry. Please submit your qualification form today! See you at the next level!