



Franchise Operations Manual

GOLD'S GYM

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The Purpose of the Manual

This is the Gold's Gym Franchise Operations Manual (the "Manual"). It is loaned to you solely for your use as the franchised owner and operator of a Gold's Gym facility (a "Facility") as described in the franchise agreement between Gold's Gym Franchise LLC ("us") and you (the "Franchise Agreement"). In this Manual, you will find general responsibilities for the start-up and management of a Facility, as well as specific operational procedures for the day-to-day operation of a Facility. Most of the procedures included in the Manual will be mandatory, and you are required to implement and follow them; some, however, will be designated as "suggested" or "recommended" and, for those, you may exercise your discretion when deciding whether to implement them. When exercising your discretion, though, you must always be mindful not to cause harm to the reputation and goodwill associated with the Gold's Gym brand.

The Manual is intended to protect our standards and systems, and our names and marks, and not to control how go about performing the many tasks you will perform on any given day. Your business will at all times be under your control, and you will be responsible for the day-to-day operation of the business and for ensuring that you operate your business according to applicable laws, rules, and regulations.

Since you are responsible for your own business policies and practices, we recommend that you seek the advice and counsel of an attorney, accountant, or other professional advisors whenever your activities suggest such a need.



The Manual Organization

This Manual is divided into sections that are identified by section letters. Each page within a section is identified with the title of the section, section letter, and page number. Each section is preceded by a table of contents for easy reference. A master table of contents for all sections is included as well.

Body text is presented in a clear, easy-to-read style with headings and lists to simplify finding specific information.

Our goal is for the Manual to be a comprehensive and user-friendly reference tool and valuable resource to be used in all facets of operating a Gold's Gym Facility.

Manual Appendices ◀

Forms and sample documents have been referenced throughout the Manual in bold text. Actual documents can be found in the **Forms and Samples Appendix**, which is organized in alphabetical order by document title. You can either reproduce these for use in the operation of your Facility, or, wherever a particular form is not designated as mandatory, develop your own using the documents provided as a reference.

In addition to the **Forms and Samples Appendix**, there are other appendices that contain supplemental information that is referenced throughout the Manual.



The Importance of Confidentiality

We have developed certain proprietary services that are unique to the Gold's Gym System and Facilities. Keeping such information from competitors will play an important part in the success of the entire Gold's Gym network.

As a Gold's Gym franchisee, you understand that this Manual is our property and that it is on loan to you as long as you remain a franchisee in good standing. This Manual contains our proprietary information. You must maintain the absolute confidentiality and security of the Manual and all information contained therein at all times during and after the term of your Franchise Agreement. The Manual and the information contained within it forms part of our Confidential Information as defined in the Franchise Agreement. Thus, the Manual and the information contained herein must be given the same treatment and protections you are required under the Franchise Agreement to provide to every other piece of our Confidential Information. Consult the Franchise Agreement for more specific information about your use and protection of Confidential Information.

Your team members may need to have access to parts of this Manual to support daily operations. However, you should only allow access to and divulge the information contained in this Manual to your employees only as necessary in order for them to carry out the duties of their jobs and only if they are subject to individual confidentiality agreements. As a franchisee, you are ultimately responsible for ensuring that the contents of the Manual are kept strictly confidential.

We require you to sign the releases on the following page to acknowledge receipt of the Manual and to confirm that you will maintain its confidentiality. Please return the franchisor's copy to the Support Center.

Gold's Gym – Operations Manual Release (Franchisee's Copy)

Recipient Signature: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Date: _____



Gold's Gym – Operations Manual Release (Franchisor's Copy)

Recipient Signature: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Date: _____



Keeping the Franchise Operations Manual Current

We may revise the contents of this Manual when we consider such revisions necessary or desirable to improve or maintain the standards of the Gold's Gym system.

As changes are made to the Manual, you will receive updates from us. These changes will be considered effective immediately upon receipt unless we specify otherwise. You are responsible for making sure your copy of the Manual is kept current and complete at all times.



Submitting Suggestions to the Support Center

Our business success is based upon the exact procedures stated in this Manual, and the strength of our franchise system depends upon the consistent adherence to these policies throughout the network by all franchisees. However, we do recognize that you may have valuable experience or information that could be useful to others in the system.

A major benefit of a franchise network is the cumulative experience of the franchisor and all franchisees. We continually look for ways to further improve or enhance the Gold's Gym system, so you are encouraged to send any suggestions or ideas to your franchise business consultant (FBC).

Before you make any changes to the Gold's Gym system, you must first receive our written approval. This will enable us to share any ideas that prove to be effective with all other franchisees. As a result, not only will you and all other franchisees benefit, but it will strengthen the entire Gold's Gym network as well.



Requesting a Variance

If a situation arises where you feel the best solution to a business challenge is contrary to requirements set forth in the Manual, you should consult your FBC. You will benefit from our extensive experience, and we will offer alternatives and suggestions.

If you see no other alternative outside of an action contrary to franchise requirements, you may request a variance. This request should be made in writing using the **Variance Form** and include the following:

- A detailed description of the variance being sought, including the current policy, standard, or required procedure.
- The variance requested.
- A compelling argument in favor of the variance being approved.

We will endeavor to convey our approval or rejection of the requested variance within 60 days. If we do not respond to a **Variance Form**, the requests therein will be deemed rejected.



Manual Disclaimer

This Manual is intended to protect our standards, systems, names, and trademarks as well as detail the required practices relative to the operation of a Gold's Gym Facility. As a Gold's Gym franchisee, you, alone, are responsible not only for following the system, but also for the day-to-day operation of your individual business. For example, only you are responsible for the control of your team members in the daily operation of your Gold's Gym business, as well as the safety and security of the Facility , team members, and members. In this Manual, we identify a number of recommendations or suggested practices related to various operational aspects of the business, which we recommend that you implement at your Facility. Our experience is that following the recommended or suggested practice will enhance the likelihood that you will be in compliance with system standards relating to the operation of your Gold's Gym business, but you may implement them at your discretion. Procedures and processes that are not marked as recommended or suggested are mandatory and must be implemented and followed. In those instances, the required standards exist to protect our interests in the Gold's Gym system and the Gold's Gym trademarks and not for the purpose of establishing any control or duty to take control over those matters that are reserved to you.

As outlined in your Franchise Agreement with us, we have established a number of system standards that Gold's Gym business owners must meet. You are ultimately responsible for the day-to-day operation and control of your business and ensuring that you operate according to all applicable laws and regulations in your area. This requirement to adhere to all applicable laws is a key standard of the system. We always recommend that you contact your own lawyer to make sure you understand and comply with all laws applicable to your business. No information that we provide to you in these areas shifts any part of this responsibility away from you. If you believe any mandatory process outlined in this Manual will cause you to violate applicable laws and regulations, you must immediately notify us.



Statement of Gender Neutrality

Throughout this Manual, inclusive language and gender-neutral terminology has been used in an effort to not exclude or discriminate against any person. Any reference to gender in this Manual is not meant to be discriminatory.