International Master Franchise & Area Development Opportunities
In 2007, physiologist Ellen Latham brought together science and fitness in a revolutionary way. She called it the Orange Effect and started a U.S. studio to prove it.

Today OTF has taken the world by storm to become one of the most well-known fitness franchises on the planet. We’re spread across more than 1,400 studios in 25 countries across the globe.

We attract Master Franchisees and Area Developers with a range of skills from leadership, to retail and operations, to sales and finance. They’re all passionate about innovation, driven to bring the latest fitness trends to their market, and excited by a business opportunity with exceptional personal and potential financial reward.

ARE YOU READY TO JOIN ORANGE NATION?
REAL SCIENCE.  
REAL RESULTS.

At Orangetheory Fitness, we set both our members and franchise partners up to crush their goals. Our science-backed workout is proven to produce results, and our tried-and-true development track record is evidence of an effective franchise formula.

Orangetheory Fitness is a 1-hour group personal training workout broken into intervals of cardio and strength training scientifically designed to torch fat, tone muscles, and increase energy based on each member’s personal heart rate data.

Coaches lead each class using a variety of equipment including treadmills, rowing machines, suspension training and free weights, getting members’ heart rates in the target Orange Zone for 12 minutes or more to produce the Orange Effect. Simply put - it’s the world’s smartest workout that keeps our members burning calories long after their workout ends.
WE ARE GLOBAL

1,400+ STUDIOS
25 COUNTRIES

- Australia
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
- England
- France
- Germany
- Guatemala
- Israel
- India
- Japan
- Kuwait
- Mexico
- New Zealand
- Peru
- Poland
- Qatar
- Saudi Arabia
- Singapore
- Spain
- United Arab Emirates
- United States & Puerto Rico
A CLOSER LOOK: SCIENCE-BACKED TRAINING

**ORANGETHEORY FITNESS IS ENERGIZING**
In color theory, each color stimulates a different psychological response. Orange invokes energy, youthfulness, vitality, and health. This is the concept behind Orangetheory Fitness.

**THE ORANGE EFFECT IS BACKED BY SCIENCE AND PHYSIOLOGY**
The science behind Orangetheory Fitness is excess post-exercise oxygen consumption (EPOC). After cardiovascular exercise or weight training, your body continues to use oxygen and burn more calories as if you were still working out.

**ORANGETHEORY FITNESS LEVERAGES PSYCHOLOGY**
Group personal training sessions leverage the Group Dynamic Theory that the energy and mood of a group can magnify itself to greater heights than that of a lone individual. Working out in a group provides camaraderie, support, accountability and structure to help achieve fitness goals.
From tech installation to ongoing tech support, Orangetheory Global HQ is here to support our studios with the innovative technology that sets Orangetheory apart. Members can track their progress via workout summaries they receive after each workout based on data collected by the heart rate monitors worn during each class.

**STATE-OF-THE-ART TECHNOLOGY**

- **Individual Performance Summaries Sent After Each Workout**
- **Fully Integrated Technology Platforms**
- **Proprietary OTBeat Heart Rate Monitoring System + App**
- **Custom Lead Management System to Optimize Sales**
- **Global 24/7 Service Desk**
- **Website + Search Engine Optimization Management**
Our coaches aren’t just fitness experts – they’re full of the life we promise to our members. We build a network of energetically motivational, passionately confident, and knowledgeable coaches by equipping them with all of the necessary training and certifications. Our workout templates are designed by a team of highly certified fitness experts to accommodate all fitness levels. Each day has a new workout, but that day’s workout is the same in every studio across the globe, creating a sense of community.
Our state-of-the-art studio is designed to maximize investment and optimize ROI. We use the latest technology to make sure our members get the optimum workout, and our boutique size allows us to build locations quickly and in the right places. The average studio is [300 square meters / 3,230 square feet], with a workout area that is [175 - 225 m² / 1,880 - 2,420 ft²].

**REQUIREMENTS**

- [250 - 350 m² / 2,690 - 3,765 ft²]
- Above average net income areas
- Min. finished floor to ceiling height of [3 meters / 10 feet]
- Ground floor frontage
- Good access to parking
- Good visibility / Good walk-by traffic
**INDUSTRY-LEADING SUPPORT**

In addition to coach training and tech support, our valued franchise partners are equipped with even more tools and resources to deliver the ultimate workout and member experience:

- **International Support team dedicated by country** to assist with sales, operations, fitness, real estate and more

- **Robust training modules** and discussion boards available on our own learning and development portal, Orange University

- **Weekly email communication** to keep our franchise network connected with our Global HQ

- **Recorded webinars** to reinforce our business goals and upcoming initiatives

- **International educational seminars**

- **Presales education and field support**

- **Ready-made marketing assets** to promote on paid and organic channels

- **And much, much more**
WE’VE GOT YOUR BACK

Orangetheory Fitness offers a comprehensive series of training modules designed to support you in your journey as a franchise partner.

PRE-OPENING SUPPORT AND TRAININGS

- Master Franchise/Area Developer Training
- Real Estate Training*
- Sales & Operations Training & Fitness Foundations*
- Pre-Sales Training*
- Launch Training (Sales & Operations/Fitness)*
- Field Support*

POST-OPENING SUPPORT AND TRAININGS

- Strategic Planning & Execution Training
- Regional Certification (Sales & Operations/Fitness)
- Regional/International Summit(s) and Convention
- Executive Business Reviews

* Training offered in-market
Master Franchisee and Area Developer

APPLICATION PROCESS

- Complete Online Inquiry
- Connect with an OTF Representative
- Complete Application
- Complete Due Diligence
- Submit Business Plan
- Meet with HQ Team
- Franchise Application Approved
- Franchise Documents Signed
- Attend Applicable Training at HQ
- Site Selection
- Teaser + Presale Start for Memberships
- Begin Construction

Open and operate a successful studio
FRANCHISEE/MEMBER TESTIMONIALS

In addition to coach training and tech support, our valued franchise partners are equipped with even more tools and resources to deliver the ultimate workout and member experience:

“After experiencing the results on ourselves, my partners and I knew OTF was the franchise for us. After providing us with a great business model, the corporate team made the process extremely easy and straightforward. Even the technological support team was amazing — considering the crazy amount of tech involved with the product! My team and I can no longer imagine opening a franchise location with any other company and we could not be happier.”

Arkady Berkovsky, State of Israel
Franchise Owner

“Having a knowledgeable coach that pushes me beyond my limits has been a life-changing addition in my life that OTF was able to provide for me. I won’t ever be able to go to another fitness center again!”

Shimrit S. Israeli
OTF Member

“As part of my due diligence on Orangetheory, I spoke with a lot of existing franchisees, familiarized myself with the business model, tried the workout and loved it, and saw the brand continue to grow. But you only get a sense of how a company is as a partner after you sign the dotted line and become a franchisee. Frankly that’s when I understood the worth and value of the company I was partnering with. The level of support I receive as a Master Franchisee is bar none. Our teams are in constant communication and that has shortened the learning curve for us in our growth here regionally.”

Khaled Jafar, Master Franchisee
Kuwait, Saudi Arabia, Qatar, United Arab Emirates, Oman and Bahrain

“Overall, I am a lot healthier in comparison to how I was before OTF. Going to OTF had me educate myself in the fields of nutrition and fitness. I came to OTF with a goal to decrease my PCOS symptoms. One of those symptoms is weight gain. I lost a significant amount of weight at OTF but my journey has not ended yet. I am still battling PCOS but I know that I will reach my goal sooner or later and live healthy and fit life that I deserve.”

Tasneem, Kuwait
OTF Member
As the pandemic continues, it’s incredibly important Orangetheory studios operate with an abundance of caution. We continually review and evaluate our safety and disinfection protocols to align with the latest CDC recommendations and local government mandates. The Orangetheory studio design, structured class schedule, block interval training and tight-knit community of franchisees enables us to have a more controlled environment in comparison to other fitness gyms. Below is what we’re doing to ensure the health and safety of our members and staff.

**COVID-19 HEALTH AND SAFETY MEASURES**

01 MEDICAL ADVISORY BOARD

02 CONTINUOUS HEART RATE MONITORING

03 WORKOUTS DESIGNED TO MINIMIZE CROSSCONTAMINATION

04 REDUCED CLASS CAPACITY & MEMBER REGISTRATION

05 CLASS SCHEDULING MODIFICATIONS TO ALLOW FOR DISINFECTING PROTOCOLS

06 MEMBER & BRAND CULTURE

07 COACH SUPERVISION

08 STAFF PPE
Ownership Team

APPLICANT REQUIREMENTS

• Companies / groups / investors with solid entrepreneur experience

• Proven experience in directly operating and developing multi-unit networks in retail industry, whether services or products

• Long term vision. Desire to develop a whole region / market to its fullest potential and commit to a multi-year area development schedule (15-100 units depending on size of the area covered)

• Master Franchisee candidates should be willing and able to directly invest in and operate a significant number of the studios themselves (at least 20% of potential units)

• Willing to dedicate a full-time team to the Orangetheory Fitness project

• Experience in recruiting, running and motivating salesforce teams

• Deep understanding of market, culture, customer habits, etc. of the region

• Connections / access / understanding of real estate retail market

• Ability to communicate with the Franchisor in English language

RECOMMENDATIONS

• Experience in Health & Wellness/Fitness industry appreciated

• Existing structure / teams to leverage appreciated

• Experience with US franchises is a plus
DAVE LONG  Chief Executive Officer & Co-Founder

Dave has had much success blending his passion for fitness with his business acumen. As CEO, Dave spearheads the company’s rapidly growing franchise model, regional development and product development efforts, and its popular fitness apps and state-of-the-art heart rate monitors. Prior to Orangetheory, he held senior sales and operations roles with Massage Envy, taking it from 20 to 800 stores; and building an area representative network at European Wax Center, which ultimately expanded to 550 locations in less than nine years. He graduated from the University of Florida with a bachelor’s degree in physical therapy and a master’s degree in business administration.

ELLEN LATHAM  Creator & Co-Founder

Ellen has had a lifelong passion for and commitment to health and fitness throughout her four decades in the industry as a physiologist and entrepreneur. She has owned, operated and managed several spas before co-founding Orangetheory in 2010 and earned the title of Business Woman of the Year in South Florida. She is known as a fitness expert, having been the fitness editor for Women’s Fitness magazine and authoring several columns for the Miami Herald and the South Florida Sun-Sentinel. She graduated from the University of New York at Buffalo with a bachelor’s degree in physical education and a master’s degree in exercise physiology and has earned multiple fitness certifications along the way.
JEROME KERN  Partner & Co-Founder

A serial small business owner and operator, Jerome has vast experience in businesses ranging from restaurants, campgrounds and telecommunications to digital cable providers and home improvement. Jerome is a Founder and Managing Partner of Ultimate Fitness Group, LLC, and a Partner and Founder of Orangetheory Fitness. He has played an integral role in the development of Massage Envy throughout Florida and New York, having owned and operated multiple successful franchises as well. After partnering with Dave Long to form Ultimate Fitness Group, LLC, they helped grow European Wax Center from five to 200 locations and sold out the entire U.S. for area development.

DAVID HARDY  Partner

David is a fitness industry veteran with a passion for business innovation and development. Over the past 25 years, he has owned and operated big box gyms, fitness studios and a nutrition business. He joined Orangetheory in 2011 and was the company’s first Chief Financial Officer and Chief Innovation Officer. Today, he is the Master Franchisee for Canada and serves on the company’s board of directors. He has been actively involved in fitness trade associations and is past president of the Fitness Industry Council of Canada. Prior to Orangetheory, David was focused on business turnarounds, owning and operating businesses in the technology, retail, hospitality and real estate industries. He holds a bachelor’s degree in economics from the University of Alberta and a master’s degree in business administration from the University of Toronto.