W.O.L.F. GYMS™

Work Out Live Fierce

Redefining Strength. Redefining Community.

Franchise Opportunities | 2025



Our Mission:

Build gyms that feel like home - where strength meets belonging.

Our Four Pillars









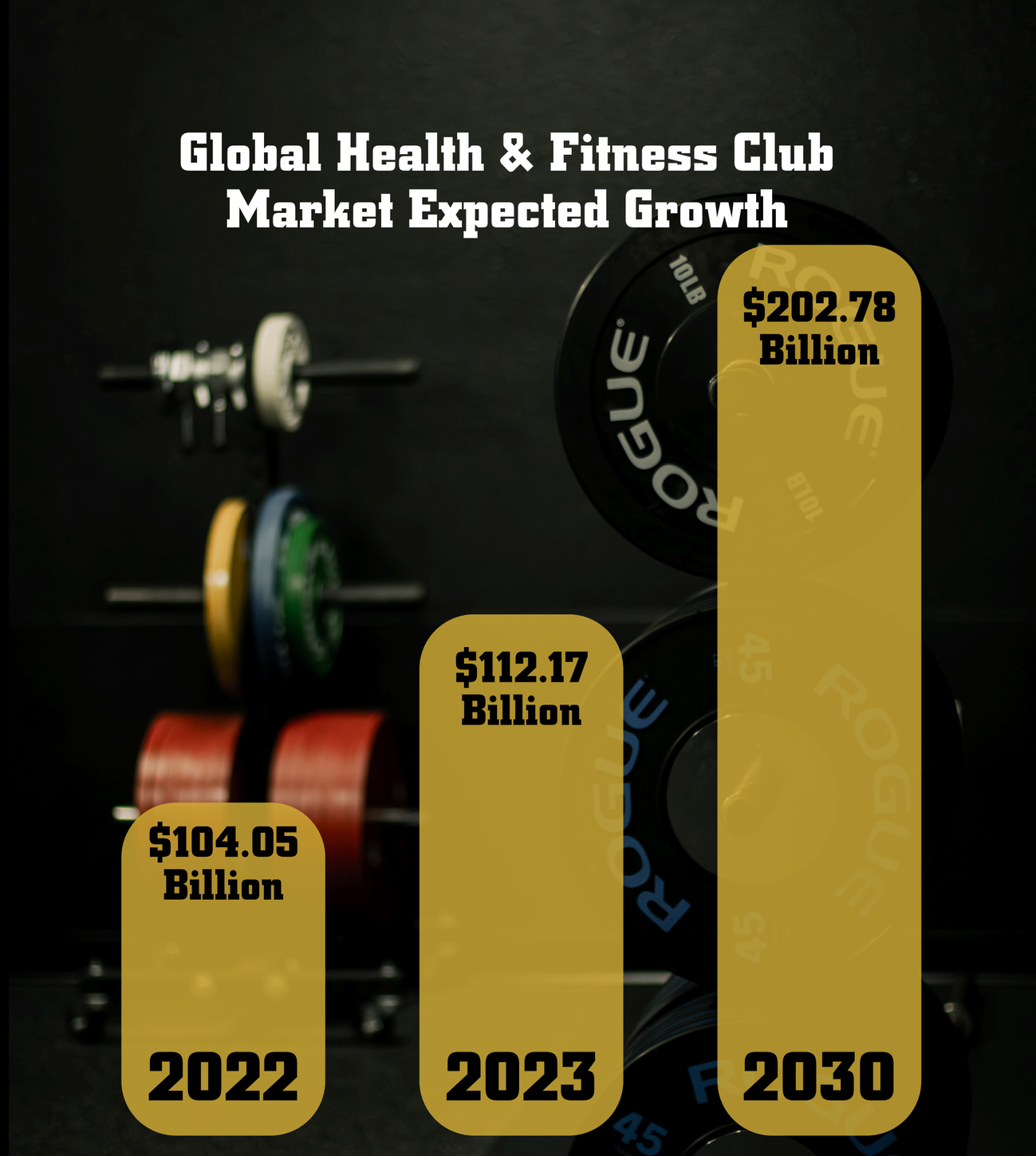
The Global Fitness Market: A Growing Opportunity

The health and fitness club market is booming both globally and here in North America.

- **$202.78 Billion** by 2030
- Projected **8.83% CAGR** between 2023-2030
- Explosive demand for **strength-focused training**
- **Big gap** between corporate chains and boutique gyms
- **W.O.L.F. fills the void** with authentic, gritty, community gyms and national scalability

Source: Fortune Business Insights, 2024

Global Health & Fitness Club Market Expected Growth



The W.O.L.F. Story

From a husband-and-wife gym to one of the fastest-growing club franchises in the U.S.

2018

Took Over Brigantine Gyms



2021-2022

Opened 2nd & 3rd Locations



2023

Launched First Franchise



2025

Expanding Nationwide



A Leadership Team Built To Win

Our leadership team combines extensive experience in fitness and franchising, ensuring W.O.L.F. Gyms stands out in the industry.

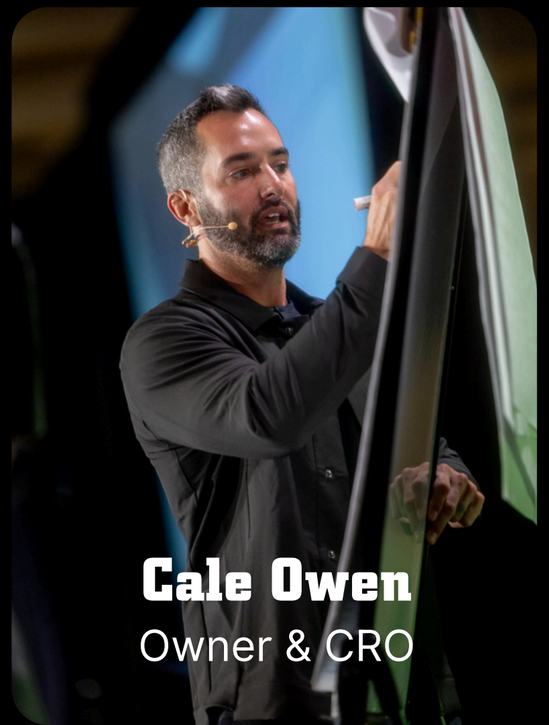
Our Founder and CEO, Tony Saxby, an industry veteran, spearheads our vision, supported by Dave Bautista, Cale Owen, Lyubov Zeldis, and Leo Gotleib - all committed to our franchisees' success.



Tony Saxby
Founder & CEO



Dave Bautista
Owner, Actor & Entrepreneur



Cale Owen
Owner & CRO



Lyubov Zeldis, Esq
Owner & General Counsel



Leo Gotleib
Owner & Operator

Key Metrics

50+ years of combined industry leadership

17+ gyms sold and growing fast

7% royalty + 1% brand marketing fund



We Partner With Industry Leaders:

Premium equipment. Premium supplements. Premium brand support.

BOLT FITNESS SUPPLY | Forging Champions

SUPERFITNESS
NEW AND USED
GYM EQUIPMENT

LIVE FIERCE
SUPPLEMENTS

HAMMER STRENGTH®

ARSENAL STRENGTH

GYMDESK

Why Franchise With W.O.L.F.?

- A proven brand with loyal “Pack” following
- Pre-launch + on-going operations support
- National marketing with high influence celebrities and fitness leaders
- Community-first culture that members love
- A proven, effective business model
- One of the lowest initial investments of health club franchises





Pre-Launch Support:

Site Selection

One of your biggest decisions happens right out of the gate—**where you build your W.O.L.F. gym.**

Our national real estate partners and leadership team works side-by-side with you to identify, evaluate, and secure the right site.

From big-picture market trends to hyper-local demographic data, we'll help you understand every angle before you sign anything—so you can negotiate from a position of strength.

Our mission is simple: help you land the ideal location to launch your W.O.L.F. gym and dominate your market from day one.

Pre-Launch Support:

Financing Options

Need help navigating the financial side of launching your gym?

We’ve got you covered.

We can connect you with trusted partners and funding resources to help recommend products and services to fund your W.O.L.F. gym.





Pre-Launch Support:

Design & Construction

Every single W.O.L.F. gym is different.

We do that because every community is different and we celebrate that.

Our team of gym design experts will help you create the right design for your W.O.L.F. location.

Then we will be here to support you during every phase of the design and construction to ensure your location is completed properly.

Pre-Launch Support:

Training & Development

Train Like a Pro. Lead Like a W.O.L.F.

Every franchise partner gets access to elite, hands-on training—before and after launch.

We combine online and in-person coaching for owners, managers, and staff, so your entire team runs at championship level from day one and keeps sharpening long after opening.





On-Going Support:

Operations Support

We’re with you every step of the way.

Your W.O.L.F. support team becomes your go-to resource for—operations, training, sales, marketing, and product sales strategy.

Add to that a powerful network of franchise partners who share your drive—and you’ve got a pack built to win.



W.O.L.F. PACK COMMUNITY

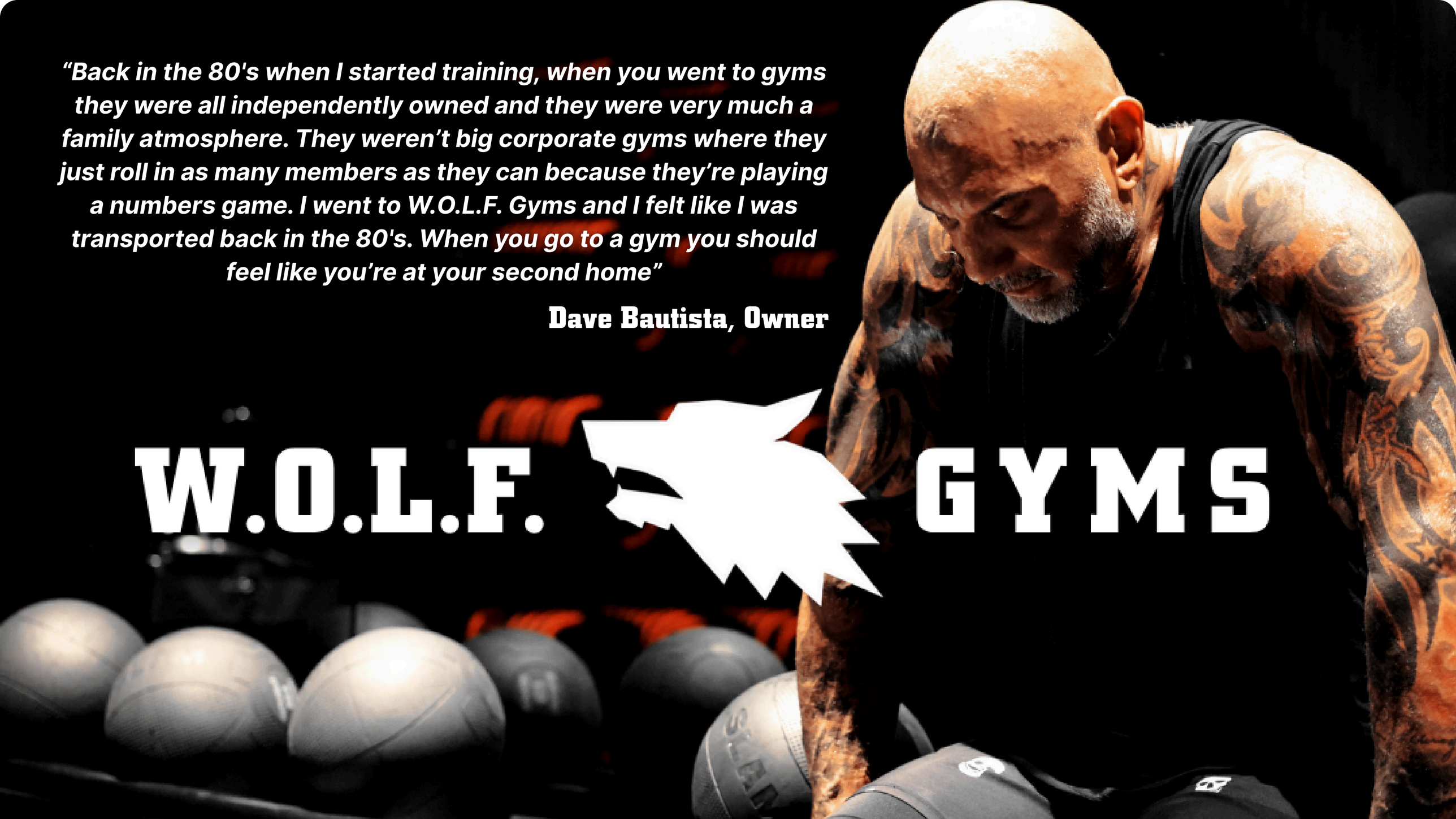
Over the years, the W.O.L.F. Pack has become a family bound by the shared pursuit of achieving individual growth through the support of our community. Our connection to the fitness world extends beyond the gym floor; it's a bond forged in sweat, determination, and the collective aspiration to be better today than we were yesterday. We celebrate the successes of our community members and support them through challenges, embodying the values of Honor, Integrity, and Commitment in everything we do.

WORK. OUT. LIVE. FIERCE.

“Back in the 80's when I started training, when you went to gyms they were all independently owned and they were very much a family atmosphere. They weren’t big corporate gyms where they just roll in as many members as they can because they’re playing a numbers game. I went to W.O.L.F. Gyms and I felt like I was transported back in the 80's. When you go to a gym you should feel like you’re at your second home”

Dave Bautista, Owner

W.O.L.F. GYMS



Mike Becktel's W.O.L.F. Story



This testimonial reflects one franchise owner's experience. Results vary and are not guaranteed. This is not an offer to sell a franchise. Offers are made only through the current W.O.L.F. Gyms Franchise Disclosure Document (FDD). © 2025 W.O.L.F. Fitness Gyms, LLC.

Financial Requirements

W.O.L.F. is committed to your success. All we ask in return, is for our franchise partners to act in alignment with our four pillars - Honor, Integrity, Community & Commitment.

$300,000

Minimum combined Net Worth of all partners

$150,000

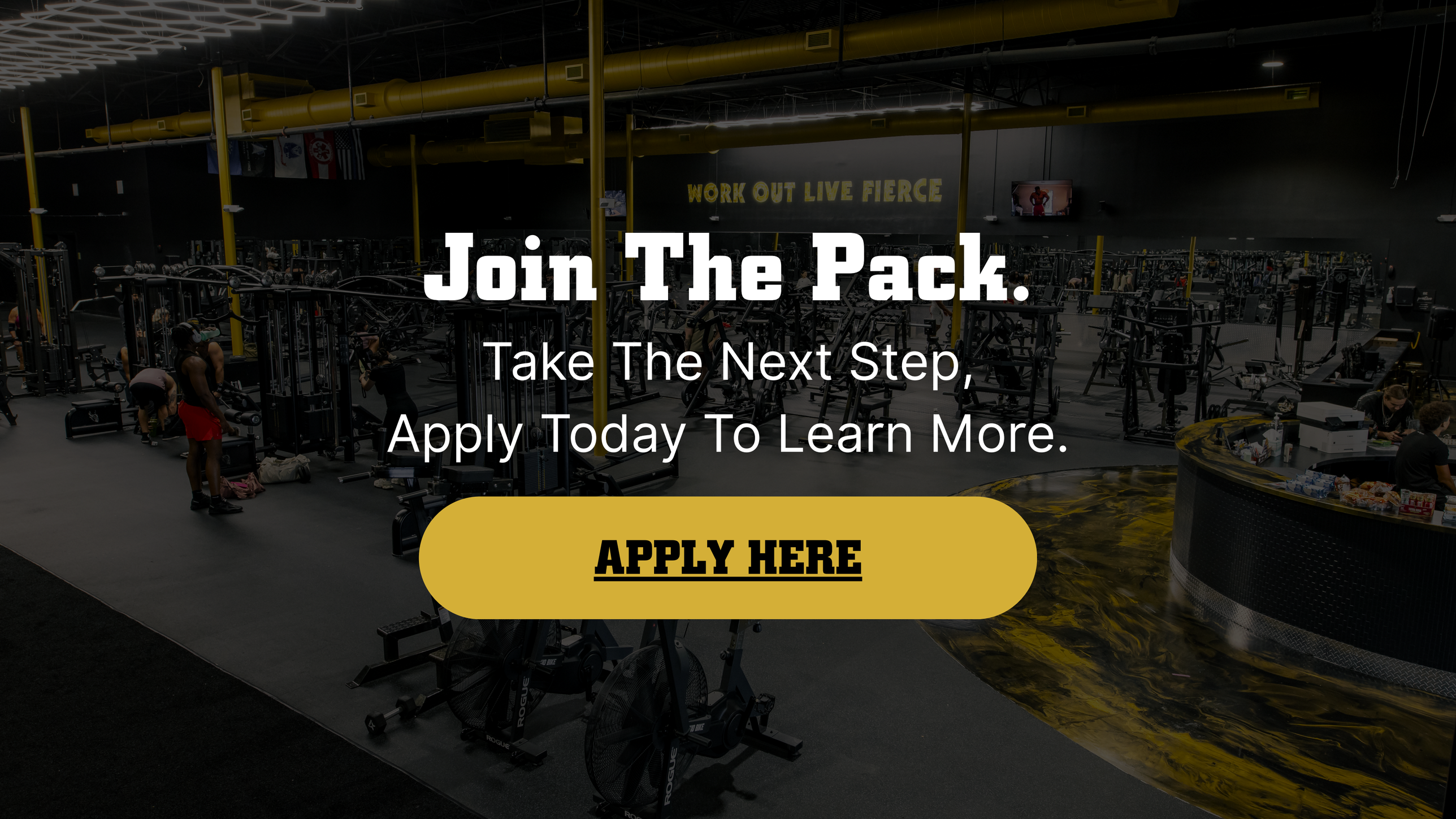
Minimum combined liquid assets of all partners

700+

Credit Score

100%

Committed to building a profitable business that impacts your community



Join The Pack.

Take The Next Step,
Apply Today To Learn More.

APPLY HERE

FAQs

What are the financial requirements for a W.O.L.F. Gyms franchise?

Requirements are for all partners to have at least a combined $300,000 in net worth and $150,000 liquid capital to be eligible for additional financing if needed.

What areas are available for a new W.O.L.F. Gyms franchise?

The availability of territories in specific areas will be discussed during your initial conversation with us.

What is the initial investment?

Our initial investment ranges from $442,150 to $1,433,000, depending on square footage, equipment package, and buildout. This includes the franchise fee of $75,000 (or $60,000 for qualified active or retired military).

Is financing available for the initial investment?

Boefly is a recommended financing option and the can help guide you through the financing process to identify the best options for you based on your goals and current financial situation. It's important to note that W.O.L.F. Gyms is an approved franchise by the SBA for financial assistance for qualified applicants.

What are your royalties and marketing fees?

W.O.L.F. Gyms royalty fee is 7% of gross sales. The brand marketing fee is 1% of gross sales. We still require our franchise partners to spend at least 3% of gross sales on their own local marketing to grow their location(s).

FAQs

Do I have to find my own location?

We suggest that you partner with our preferred national real estate partner to help you find the best option in your area, negotiate business terms, and submit the necessary documentation. We expect all of our Franchise Partners to be actively engaged in the real estate process in combination with the efforts of our team.

What are the size requirements for a W.O.L.F. franchise?

We have two categories to choose from. Our primary footprint ranges between 15,000-25,000 square feet. Our second is a smaller 8,000-12,000 square foot space that we've seen work great as the second location in a local area with an established W.O.L.F. Gyms franchise.

Do we (W.O.L.F. Gyms) help design and outfit the locations?

Yes we do. Once you're a franchise partner and have a location picked out, we will provide CAD renderings for your location. It's important to understand that no two W.O.L.F. locations are the same and we don't expect to change that anytime soon. We curate each location based on the community, the demographics, and the building itself. Additionally we help you find the right equipment package through our incredible partners to outfit your dream W.O.L.F. Gym.

How much money can I make?

Great question! Once you're disclosed, you can reference our earnings claims in Item 19 of the Franchise Disclosure Document. Complete our brief application to see if you qualify.

FAQs

How long does it take to open my location?

Every location is slightly different and there's a lot of variables that can adjust the timeline, but it typically takes around 9-10 months from the time you sign the franchise agreement.

How much is a W.O.L.F. Gyms membership?

This is the cool part. We have a floor price ($54.99 billed every 4 weeks), but no ceiling. We think capping franchise partners screws everyone, so if you're in a location that can easily justify a higher price point, we won't stop you from making more money. Each membership includes access to cold tubs, sauna, red light therapy. We don't believe in up-charging for those. There is an additional charge for premium services like personal training, small group training, and even group training if you have it.

What qualities and attributes does a successful franchise partner need to have?

We only work with people who embody and live by our four pillars: Honor, Integrity, Community, and Commitment. We are VERY careful who we select to partner with and have turned away many who have financially made the cut, but did not fit our culture or our standards. If you're expecting an easy button, this is not for you. If you're thinking this is a hands off business opportunity within 6-12 months of opening, this is not for you. This is a business opportunity that takes passion, the ability to learn, business acumen, and leadership skills. If you have that, W.O.L.F. might be for you. To learn more, *complete our brief application to see if you qualify*.