



RUN WALK
FOR LIFE



FRANCHISE INFORMATION PACK



RUN/WALK FOR LIFE FRANCHISE

Run/Walk For Life is an exercise-based wellness programme, focusing on the exercising, via running and walking programme, of the unfit, overweight and sedentary. Run/Walk For Life offers franchise opportunities to entrepreneurs who have a passion for running and walking, as well as the wellness industry.

The Run/Walk For Life franchise model offers:

- Minimal investment
- Positive cashflow within a few months of trading
- Break even within a few months of trading
- Low fixed overheads
- Minimal staffing
- A business that can either be run on a full-time or part-time basis

Run/Walk For Life, with a successful franchise history of 34 years, prides itself on forging close and supportive relationships with all of its franchisees. Our teams of area specialists are dedicated to ensure that your franchise will be a success. Ultimately, the success of our franchisees is the Groups success.

Matthew Grossett

Group CEO

Run/Walk For Life International





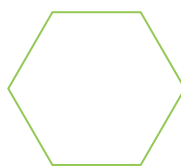
HISTORY OF RUN/WALK FOR LIFE

Run/Walk For Life is a South African founded organisation, with its Head Office located in Johannesburg, South Africa. It was founded in 1983, and has been in continuous operation since.

Run/Walk For Life is an exercise-based programme, integrated with a nutrition programme, whose core business is the scientific exercising of sedentary, unfit and/or overweight persons. The programme is very structured and supervised, with a strong scientific and medical foundation.

Run/Walk For Life is a franchise-based business, with over 120 active franchises located throughout South Africa, Australia, the United Kingdom as well as Zimbabwe and Namibia. Current membership stands at over 32 000 members.

Run/Walk For Life was born out of an attempt to meet the needs of sedentary people, as well as to promote well being through exercise. Despite there being numerous athletics clubs and gyms catering for the needs of seasoned and already fit athletes, the exercise needs of unfit, overweight and/or unhealthy people were not well catered for. Before one could join your local running club or enter the gym, one had to get fit and into shape!!!! Run/Walk For Life was set up to cater for this huge group of people – those who are currently a little out of shape, want to get fit and shed a few kilograms, but feel uncomfortable and/or intimidated by joining the local gym or running club. **Our core business focusses on the scientific exercising of all ages and fitness levels of member, in a NON-THREATENING and NON COMPETATIVE environment.**





THE RUN/WALK FOR LIFE PROGRAMME

- The Run/Walk For Life programme is a 3 times a week programme.
- Sessions are usually held on alternate days
- Sessions last a maximum of 90 minutes.

Prior to joining, every member is medically screened by means of a medical screening questionnaire. Depending on the outcome of this questionnaire, exercise will be prescribed to members according to their fitness and current level of health.

Members are prescribed a heart rate (intensity) and duration at which to exercise – determined in accordance with scientifically and medically researched criteria. No member will be given too much or too little exercise. Similarly, no member will exercise at an intensity that is either too high or too low. Members exercise at a level that is commensurate with their current fitness, age and state of health, making the program safe for:

- **The very unfit**
- **Pregnant Ladies**
- **The overweight**



Membership fees are a fraction of those of the average gym of indoor exercise programme, making the programme accessible to a large percentage of the population.

NO ONE IS TOO YOUNG, TOO OLD, TOO OVERWEIGHT OR TOO UNFIT FOR RUN/WALK FOR LIFE.



Some new members:

- Jane - 208kgs and totally unfit
- Pieter - 147 kgs and recovering from a heart attack
- Joe - 14 years old weighing 96kgs
- Debbie - 81-year-old wanting to get fit and meet new people
- Joan - has run a 10km race and now wants to train for her first half marathon.

THE PROGRAMME CONSISTS OF TWO DISTINCT COMPONENTS:

Phase 1

Targeted at new members, the very unfit or medically unwell members, the foundation phase of the programme consists of members being required to exercise on a flat field, where they will never be out of sight of their trained manager.

Phase 2

This phase of the programme is for the fitter and more conditioned members, capable of exercising for a minimum of 50 minutes, at a given pace. On reaching this phase, members move off the field, and exercise on pre-marked road routes, in groups of similar ability, under the supervision of road leaders/monitors.

The appeal of detailed, individual supervision is part of the unique appeal of RUN/WALK FOR LIFE – PERSONAL ATTENTION is what we are about.





WHY A RUN/WALK FOR LIFE FRANCHISE

Part of a globally thriving and growing sector

Very low investment costs - A TOTAL INVESTMENT of under R15 000 is required

Low overheads and minimal financial exposure

Can be run full-time or part-time

CONSUMER OFFERING

Consumers looking to **get fit lose weight and improve overall health** in a non-competitive and supervised environment will benefit from Run/Walk For Life.

The programme caters for both runners and walkers, of all fitness levels and all ages. While the programme certainly does cater for elite athletes (in 2018, over 200 members participated in the Comrades marathon, rated the world's toughest ultra-marathon), the prime focus of the programme is on entry level athletes and sedentary people. Our target market can typically be described as follows:

- Overweight people (many with a Body Mass Index of over 40);
- Sedentary and/or relatively unfit people;
- Middle age to the elderly – 80% of our membership are between the ages of 25 to 75;
- Persons with chronic conditions, such as high cholesterol, diabetes, etc
- Persons who need rehabilitation from surgery;
- Pregnant ladies.





Customers will benefit from:

- Affordable memberships
- Detailed personal attention
- Outdoors exercise sessions
- Functional fitness
- Well trained and dedicated staff
- Progress and performance monitoring

RUN/WALK FOR LIFE MONITORING AND FEEDBACK

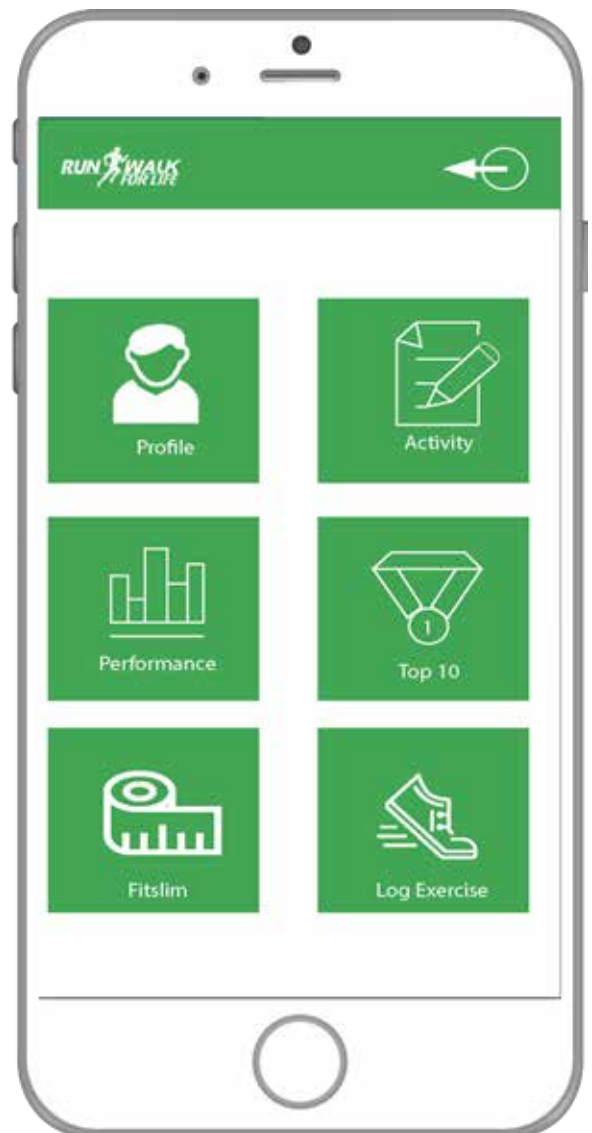
The Run/Walk For Life programme is focused on scientific progression and results.

At the core of the Run/Walk For Life programme are baseline assessments and ongoing repeats of these assessments to monitor, track and record member improvement. Members are provided with online, real time feedback on their progress by means of a Mobile App.

Records

A vital component of the Run/Walk For Life programme is that of feedback to members. Detailed records of the following are captured and distributed to all concerned:

- a. Attendance – date of session attendance
- b. Distance run/walked
- c. Duration of activity
- d. Total Body Weight and Weight fluctuations
- e. BMI
- f. Blood pressure
- g. Kilojoule consumption during sessions.





MEMBERSHIP FEES

Run/Walk For Life Members have a number of membership fee options available to them:

Membership period	Monthly Cost
1 month	R290
6 month	R250
12 month	R210

FRANCHISE OFFERING

At the core of the Run/Walk For Life franchise model are passionate and well-trained franchisees.

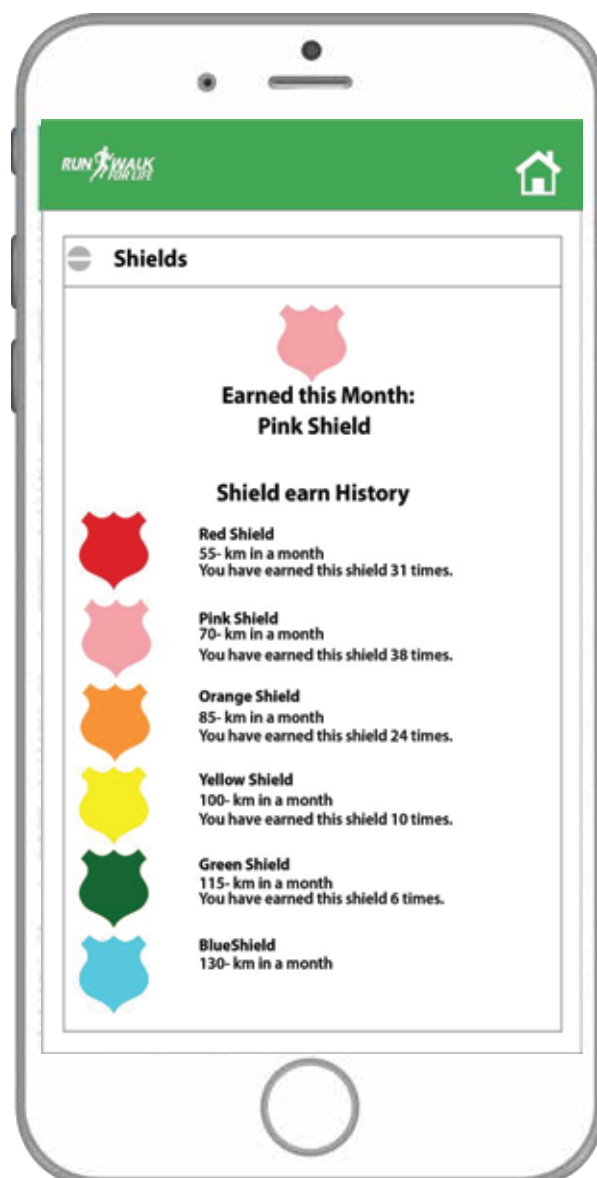
Key to our franchisees being able to deliver on this unique selling point, is that fanatical and detailed support is provided to our Franchisees

TRAINING

Full initial training is provided. This involves attending a Two-day course (full-time) followed by 8 weeks of correspondence work and assignments (these can be done part-time)

FRANCHISE SET UP

Assistance with the identification of locations, venue selection and negotiation.



FRANCHISE INFORMATION PACK



WEBSITE AND MARKETING

Through a variety of platforms, ranging from online mechanisms to national relationships, we generate leads which are passed through to Franchisees; Franchisees are trained and supported within their local marketing. Franchisee receive ongoing support and assistance with the tools required to attract and retain new members.

USE OF THE RUN/WALK FOR LIFE BRAND AND CORPORATE IDENTITY

Franchises leverage off the Run/walk For Life Brand and benefit from the overall footprint and growth of the Brand

OPERATIONAL SUPPORT

Full operational support is given to franchisees from our trained area representatives – From marketing assistance to on the ground product support. We supply operational equipment and consumables via on line ordering.

ONGOING OPERATIONAL SUPPORT

As part of the Operational Royalties paid by franchisees, a full back-end member management system (MMS) is provided. This software will assist franchisees with the information required to manage their members:

-Personal details

- Exercise history
- Payment details and membership types
- Vital exercise statistics of members
- Awards due to member





BUSINESS MODEL

- Revenue is generated through the sale of memberships
- Branch growth is based on 10 new memberships per month, until the branch reaches maturity
- A mature branch has 100 or more members.
- A mature branch (a branch of over 100 members) should ideally operate along the underlying ratios:
 - (a) 30 percent of turnover is consumed in the running of the branch in the form of Royalties, marketing fees, IT costs etc (this is fully inclusive of all costs associated with the Member monitoring software, central marketing costs etc);
 - (b) 10 percent of turnover will be consumed in the payment of direct operational expenses (rental, local franchise marketing etc)
 - (c) 60 percent of turnover accrues to the Franchisee as NET income.
 - (d) The Capacity of a Franchise is 300 members

(The above projections are for: 1-time session:

- 3 sessions **per week** of 1.5 hours each, equating to 4.5 face to face time per week).

It is possible that a franchisee offers more than one-time session e.g. a morning session and an evening session. Turnover would increase accordingly

The turnover of a franchise is determined by the average income per member, multiplied by the actual number of members in the franchise. We aim to achieve a minimum average monthly

Turnover per member of R150. Accordingly, a branch of 120 members would aim to turn over R18 000 per month (R150 x 120 members). The above said, average income per member is negatively affected by discounts and special rates, which will result in a decrease in overall turnover.

In addition to membership fees, franchises can generate additional turnover through the running of various challenges during the year (weight loss challenges and fitness challenges for which Members pay extra) as well as the hosting of races and other related events.

Number of members	100	200	300
Cost per member	R150	R150	R150
Total monthly subscription revenue	R15 000	R30 000	R45 000
Less:			
Royalties (30%)	R4 500	R10 000	R13 500
Operating costs. (10%)	R1 500	R3 000	R4 500
Total Costs:	R6 000	R13 000	R18 000
Expected NET INCOME	R9 000	R 17 000	R27 000



ARE YOU A RUN/WALK FOR LIFE FRANCHISEE CANDIDATE

If you possess the following, you may be ideally suited to join our dynamic team in your own Franchise:

- Have a passion for the fitness and wellness industry
- Have experience as a runner/walker and/or in the fitness industry
- Have a love for running and walking
- Have a desire to coach and develop people
- Be entrepreneurial in nature
- Be in the market for a full-time or part-time income opportunity
- Have good communication skills

PARTNERS

Run/Walk For Life has a number of strategic partners with whom it operates.

Briefly, these are:



The Heart and Stroke Foundation of Southern Africa: Run/Walk For Life is the only exercise programme that is accredited by the Heart and Stroke Foundation



The South African Society of Physiotherapists: Being a programme that is medically underpinned and sound, Run/Walk For Life is endorsed by the SASP.



On: RWFL is thrilled to have On, one of the world's leading running shoe brands, as a sponsorship, training and research partner.



HOW TO GET STARTED

Contact the RUN/WALK For Life Head Office on info@rwfl.co.za OR call us on 0861 00 55 66 for a no obligation discussion about opportunities in our Group.

APPLICATION PROCESS

1. Go to www.runwalkforlife.co.za and fill out an application form – this is a no obligation application;
2. Upon receipt and preliminary approval of your application form, a consultant from Run/Walk For Life Head Office will make contact with you to set up a preliminary telephonic consultation.
3. On the successful completion of the preliminary telephonic interview, the application will be put before the Run/Walk For Life Franchisee selection committee;
4. On the successful passing of the application by the Run/Walk For Life Selection committee, the applicant will be invited to take up the franchise opportunity referred to;
5. Franchise contracts will be signed by the Franchisee and Franchisor
6. Training dates will be confirmed and booked – training takes place at either our Gauteng or Cape Town Regional premises;
7. Payment of training fee and franchise fee must be made before the commencement of training;
8. After the initial training course, Run /Walk For Life will assist with the location of and setting up of the franchise.

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RUN/WALK FOR LIFE

Company Registered as:	Run/Walk For Life (SA) (Pty) Ltd
Company Registration number:	2004 029 36 107
Nature of Business:	Franchising of fitness and wellness business
National Contact number:	0861 00 55 66
National email address:	info@rwfl.co.za
Website:	www.runwalkforlife.co.za
Address:	39 Astor Road Klevehill Park Petervale Johannesburg
Vat Number:	456 022 4141
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