



2026

Franchise Prospectus

Own and operate a Run/Walk For Life club

An opportunity for people who want to build a local fitness business and help others become healthier, fitter and more confident.



A supported route into fitness franchising

Run/Walk For Life combines structured walking and running programmes, personal coaching and an established franchise support system. Founded in South Africa in 1983, the business puts individual attention at the centre of the member experience.

This prospectus introduces our programme, the role of the franchisee, the support available from Head Office and the financial model, so you can assess whether the opportunity is right for you.

Franchise enquiries matthew@rwfl.co.za

01 / FRANCHISE OPPORTUNITY

The opportunity

An established brand with a clear purpose

Run/Walk For Life was founded in 1983 and has operated continuously since then. Our Head Office is in Johannesburg, with clubs across South Africa and an international footprint that includes Namibia, Zimbabwe, Spain and Portugal.

Our core focus is people who want to become active but may feel uncomfortable in a gym or conventional athletics club. We offer a welcoming, non-competitive environment where members progress according to their fitness and health. An integrated nutrition programme complements the exercise offering.

Why consider a franchise

- A relatively low initial investment and a business model with limited overheads.
- The flexibility to operate a club on a full-time or part-time basis.
- An established programme, brand identity and member management system.
- Initial training and ongoing operational and marketing support.
- The opportunity to build recurring membership revenue while serving your community.

Who the programme serves

Our principal audience is sedentary, unfit, newly active or overweight people who need encouragement and structured progression. The programme also supports fitter runners and walkers who want to work towards personal goals.

Members span a broad range of ages. Approximately 80% of our members are between 25 and 75. Programmes may also accommodate people managing chronic conditions, returning after illness or surgery, or exercising during pregnancy and after childbirth, subject to screening and appropriate medical guidance.



Members aged 25-75

Approximately 80% of the membership base

What members value

Affordable outdoor exercise, personal attention, trained coaches and visible progress are central to the offering. Regular sessions create opportunities for encouragement, accountability and social connection.

02 / FRANCHISE OPPORTUNITY

How the programme works

Members attend three sessions a week, usually on alternate days. Each session lasts a maximum of 90 minutes. Exercise duration and intensity are tailored to the individual, using the programme's structured criteria.



Screening and individual progression

Before joining, members complete a medical screening questionnaire. Their health and fitness inform their starting level and prescribed exercise intensity and duration. Where needed, medical guidance helps determine appropriate participation.

Phase 1 Building a foundation

New, very unfit and medically vulnerable members begin on a flat field, remaining within sight of their trained coach. This setting allows close supervision as members build confidence and exercise capacity.

Phase 2 Progressing to road routes

Members who can exercise for at least 50 minutes on the field at the required pace may progress to pre-marked road routes. They exercise in groups of similar ability under the supervision of road leaders or monitors.

Monitoring and feedback

Baseline assessments and repeat assessments help coaches monitor progress and guide progression. Members receive feedback through the mobile app, while coaches maintain detailed records in the member management system.

- Session attendance, distance and exercise duration.
- Body weight, weight changes and body mass index.
- Blood pressure and recorded session energy expenditure.
- Exercise history, progress and awards.

Personal attention and supervision remain central at every stage of the programme.

03 / FRANCHISE OPPORTUNITY

Support for your franchise

Our franchise model centres on passionate, well-trained coaches. Head Office provides the systems, training and practical support to help you deliver the programme and manage your club.

12 WEEKS / INITIAL TRAINING

Training before you begin

Full training includes 12 weeks of digital learning through podcasts, training videos and face-to-face Microsoft Teams meetings. Much of the learning can be completed from home, with practical sessions at existing clubs forming part of the programme.

Location and club setup

We assist with identifying suitable locations, selecting a venue and negotiating venue arrangements. This support helps you establish the club on a practical operational footing.

Marketing and member recruitment

National relationships and online channels generate enquiries that are passed to coaches. You also receive training and support for local marketing, with tools to help attract new members and retain existing ones.

Brand and operational support

Franchisees use the Run/Walk For Life brand and corporate identity and benefit from its wider footprint. Trained area representatives provide operational and marketing assistance. Equipment and consumables can be ordered online.

Member management system

The back-end member management system is included as part of the monthly royalty arrangement. It brings together the information you need to manage your club:

- Member contact details, membership types and payment information.
- Exercise history and key member statistics.
- Progress tracking and awards due.

Your role combines coaching with member care, recruitment and the day-to-day administration of a local business.

04 / FRANCHISE OPPORTUNITY

Investment and income model

Initial investment

The advertised total investment starts from R10 000, with R3 000 payable upfront. Finance may be arranged if needed. Confirm the applicable package, payment schedule and fees with Head Office during the application process.

Membership income

Revenue is generated primarily through memberships. Rates vary by region, local demographics and membership category, including student and pensioner options.

Membership period	Indicative monthly fee
1 month	R300–R330
6 months	R250–R330
12 months	R150–R330

The exact rate depends on membership type and franchise location. Discounts and special rates reduce average income per member.

Building a sustainable club

The planning model assumes 10 new memberships per month until the club reaches maturity, described as 100 or more members. Club capacity is approximately 300 members, supported by the required staffing and supervision arrangements.

At an average monthly income of R250 per member, a club with 120 members would generate R30 000 in monthly membership revenue. Actual income depends on paid membership numbers, the mix of fees and member retention.

Time commitment and additional revenue

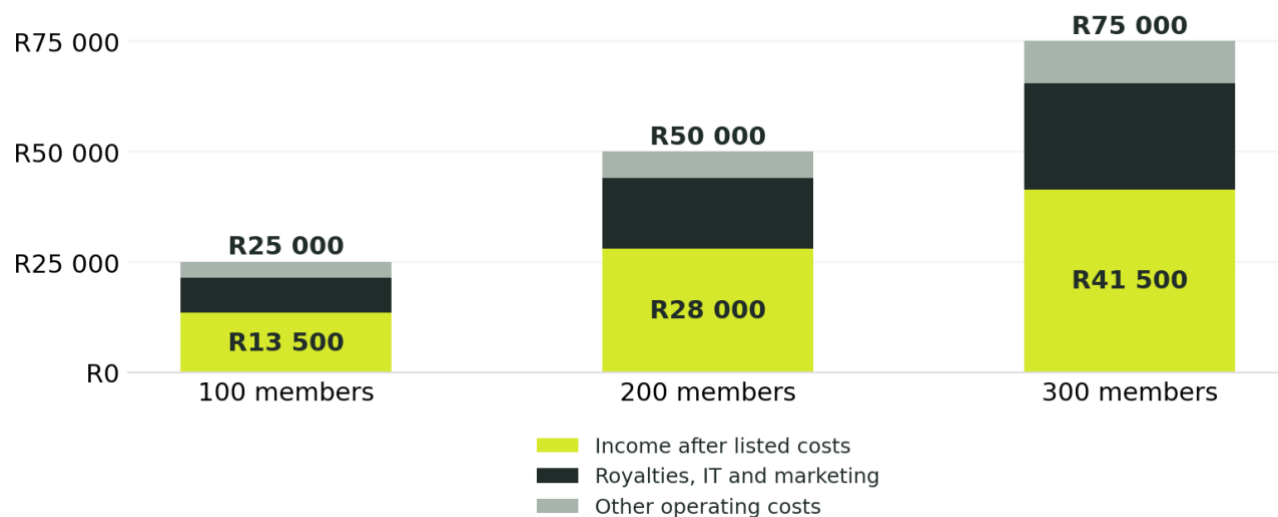
A single club offering three 90-minute sessions requires 4.5 hours of face-to-face session time each week. Marketing, administration, preparation and member follow-up require additional time.

A coach may operate more than one club, such as a morning and an evening club. Paid fitness or weight-loss challenges, races and related events may provide additional revenue.

05 / FRANCHISE OPPORTUNITY

Illustrative monthly financials

The examples below show how membership numbers affect revenue and operating income. They use an average monthly fee of R250 and royalties, IT and marketing fees of R80 per member.



Monthly amount	100 members	200 members	300 members
Average fee per member	R250	R250	R250
Subscription revenue	R25 000	R50 000	R75 000
Royalties IT and marketing	R8 000	R16 000	R24 000
Other operating costs	R3 500	R6 000	R9 500
Total costs	R11 500	R22 000	R33 500
Income after listed costs	R13 500	R28 000	R41 500

Illustrative monthly figures • Average member fee R250 • Figures are not guaranteed earnings

Understanding the financial model

Understanding the assumptions

For a mature club, the planning model envisages approximately 30% of turnover going to royalties, marketing, IT and associated central costs, and around 10% to direct operating expenses. The illustrative R80 fee above is 32% of the assumed R250 member fee; actual ratios will vary.

The prospectus targets approximately 50%–60% of turnover as income for the coach, depending on the club's expense structure. The examples above produce margins of approximately 54%, 56% and 55% respectively.

These figures are illustrations, not guaranteed earnings. The income shown is the balance after the listed costs; it should not be treated as a confirmed after-tax take-home amount. Assess all applicable costs and confirm current fees and VAT treatment with Head Office before committing.

What drives performance

- Recruiting and retaining paying members.
- Maintaining an effective average membership fee.
- Managing venue rental and other local expenses.
- Delivering consistent coaching and personal service.

120 members × R250 = R30 000

Illustrative monthly membership revenue before costs.

Revenue depends on paid membership numbers, the mix of fees and member retention.

06 / FRANCHISE OPPORTUNITY

Partnerships and member benefits

Run/Walk For Life works with organisations in exercise science, healthcare, nutrition and member benefits. These relationships support the programme and can add value to the member experience.

Exercise science and professional relationships

Our programme is endorsed by the South African Society of Physiotherapy. Relationships with the University of the Witwatersrand's Sports Science Department and Exercise is Medicine, and with Stellenbosch University's Institute of Sport and Exercise Medicine, support the programme's connection to exercise science and research.

Nutrition and product relationships

Our nutrition partnership with FUTURELIFE® includes collaboration with its science and nutrition specialists. Our relationship with On footwear and apparel encompasses product supply, training and research.

Member benefit programmes

- Edgars Club — membership discounts at Run/Walk For Life.
- Discovery Vitality — discounted membership and attendance-related points. The stated benefit is 100 points for sessions below 5 km and 300 points for sessions of 5 km or more.
- Bonitas — membership discounts of up to 20% of the regular rate.

Partner participation, eligibility, discounts and reward rules are subject to the applicable terms. Confirm current benefits with Head Office before including them in local offers.

Could you be a Run/Walk For Life coach

We look for people who enjoy running or walking, care about helping others and have the drive to build a business. Relevant exercise experience, strong communication skills and a willingness to coach and develop people are valuable qualities.

Whether you are seeking a full-time or part-time opportunity, success requires self-motivation, entrepreneurial discipline and consistent attention to members.

07 / FRANCHISE OPPORTUNITY

Your next steps

If you would like to explore a franchise, contact our Group CEO at matthew@rwfl.co.za or complete the no-obligation application at www.runwalkforlife.co.za.

The application process

- 1 Apply.** Submit the online application form.
- 2 Speak to Head Office.** Following preliminary approval, a consultant will arrange an introductory telephone consultation.
- 3 Selection review.** Successful preliminary applications are considered by the franchisee selection committee.
- 4 Receive an invitation.** Approved applicants are invited to take up the relevant franchise opportunity.
- 5 Agree the terms.** The franchisee and franchisor sign the franchise contracts and agree a training schedule.
- 6 Prepare for training.** The applicable training and franchise fees are payable before training begins.
- 7 Train and establish your club.** Complete the initial training, with assistance to locate and set up the franchise.

Contact details

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Franchising of fitness and wellness businesses

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