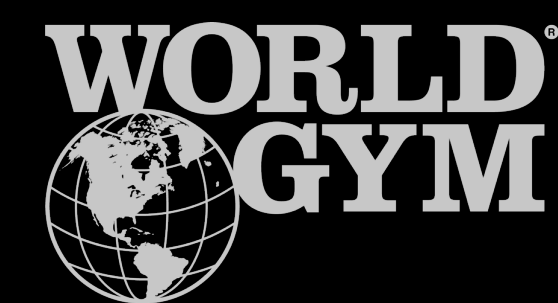


**WORLD[®]
GYM**



IM 2023

OUR GOAL



**IMPROVING
LIVES
THROUGH
FITNESS**



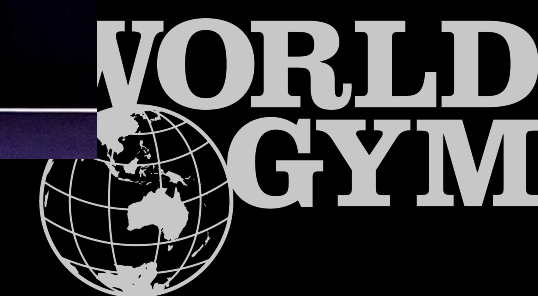
INDUSTRY AWARDS

2021 – Multi-service Business of the Year 2021

2022 - Member Love Award – National Winner

2022 - Top Franchise – Overall Top 10

2022 - Employer of Choice – Highly Commended



#WORLDGYMAUSTRALIA



BUILDING THE NEXT GENERATION OF LEGENDS

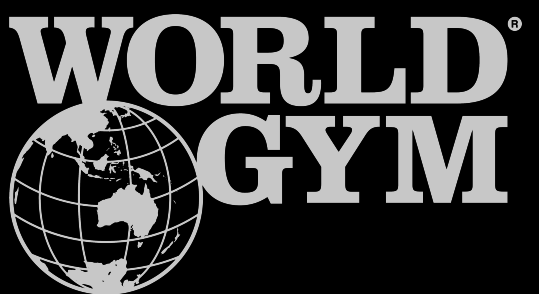
#BUILDINGLEGENDS 



INTRODUCTION

With a heritage that traces back to the glory days of Muscle Beach, 1976 in Los Angeles, CA, we've been keeping people fit and changing lives for almost 50 years. Our experience runs deep. We know the difference between cheap fads and time-proven techniques. We've learned the best ways to get your hearts pounding and your adrenaline pumping. We make sure all of our gyms have all the tools you need to perform at your best.

World Gym Australia reached its 40th club milestone in 2023, with a growth plan to be Australia's leading big box, full service model in the next 5 years. At World Gym we are passionate, we love to work out and we love to share our facilities, knowledge and experience with our members.





SOCIAL MEDIA

At World Gym, we understand the significance of engaging with our members across a range of social media channels. Despite a national footprint, we boast a uniquely local and relevant presence on multiple platforms, fostering a strong online community.

We firmly believe that continuing to connect with our members through meaningful interactions, will allow us to continue to remain as the provider of choice and to establish a solid foundation for long-term growth.



225k

Instagram followers
*Combined reach



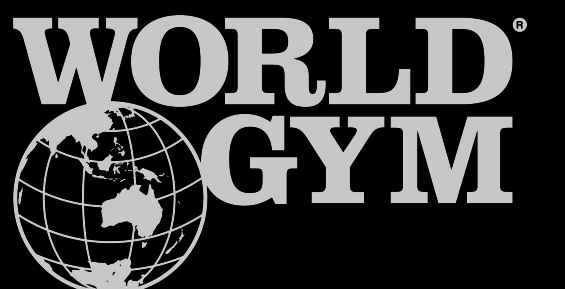
206k

Facebook followers
*Combined reach

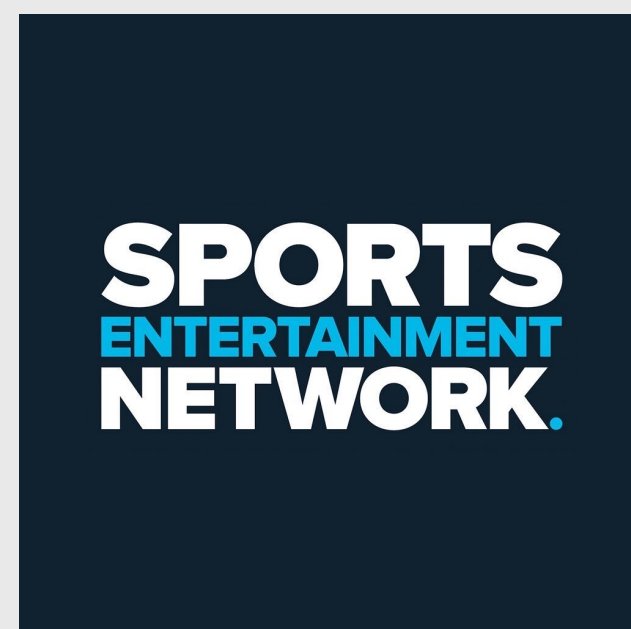


137k

TikTok followers
*Combined reach



MEDIA PRESENCE



INDUSTRY ASSOCIATIONS



ABOUT US

WG Australia was founded in Australia in 2005 by the current directors Jonathan Davie and Michael Nysten. The vision has always been the same, to offer a serious environment with the best equipment, a great atmosphere and to provide members with an exceptional experience from both staff and fitness professionals who are invested in helping members get results no matter what their goals are.

World Gym was created for like-minded individuals to achieve their personal goals and boasts a full service offering that creates a community featuring the best equipment, resistance training areas, cardio options, Group fitness rooms, Cycle rooms, yoga, boot camps, personal training, nutritional counselling supplement store, café etc.

In alignment with our unwavering commitment to exceptional service, WG Australia has continuously expanded its footprint nationally. Our current facility dimensions range from 2500 to 4000 square meters, designed to cater comprehensively to our members' needs. We are actively pursuing expansion opportunities across all states, with particular emphasis on establishing our inaugural clubs in Victoria and the Australian Capital Territory (ACT).



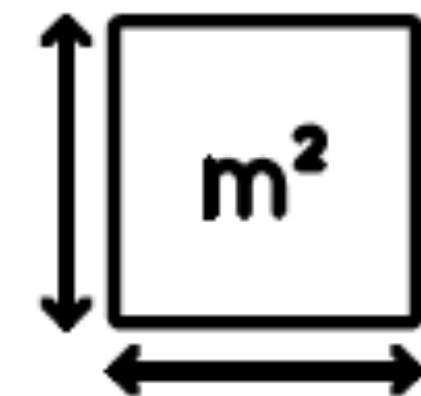
2005
World Gym
Australia Founded
2005



100K
Over 100,000
Members
across 40 clubs



1200
Employees



1400- 4500
Sqm
Total Space



EVOLUTION

World Gym is proud of its history, but it is **Evolution** that keeps us in front, leading the way. By continually introducing the latest equipment, innovative programs and opportunities that keep our members engaged, excited and we continually encourage our members to reach beyond perceived limits.



A HISTORY OF INNOVATION

With a heritage that traces back to the glory days of Muscle Beach in Los Angeles, CA, we've been keeping people fit and changing lives for over 40 years. Our experience runs deep.



LOCAL PASSION

Although we have over 215 locations around the globe, each of our gyms are locally and independently-owned. Each gym is uniquely connected to the community, meaning that no two World Gym locations are the same.



GLOBAL CAMARADERIE

Self-motivation is a great but a team to support you is even better. When you work out at World Gym, you're surrounded by friends and champions who share your passion, and who raise each other to greatness.



We understand the importance of comradery, community and supporting grassroots initiatives.

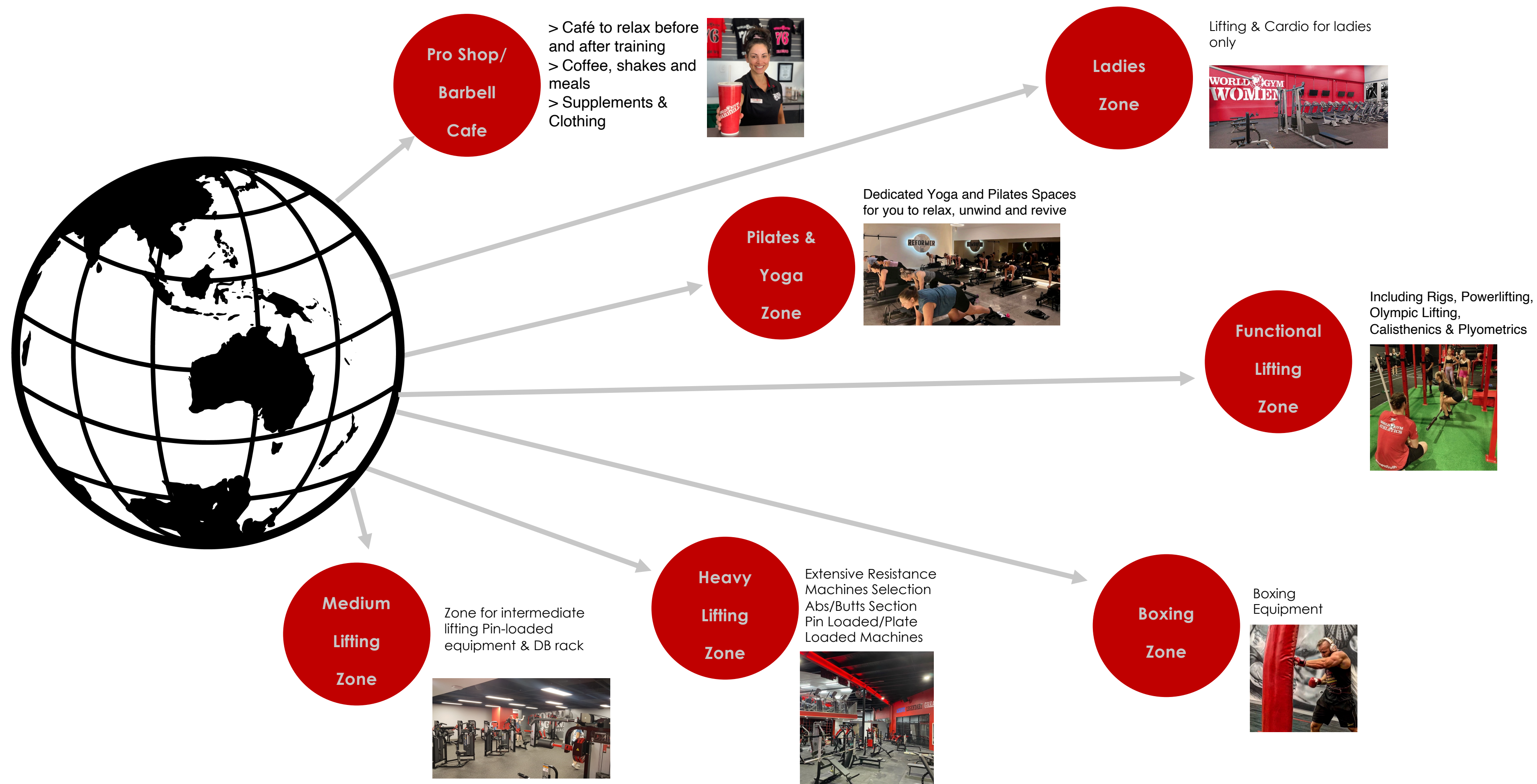


OUR SERVICES



CLUB FEATURES

We understand the importance of comradery, community and the social aspect that the gym creates. With our extensive club features we help people feel right at home.





World Gym aims to make a difference in the community by providing a place where everyone feels welcomed, encouraged and most importantly gets results.



LADIES ZONE



BOXING ZONE



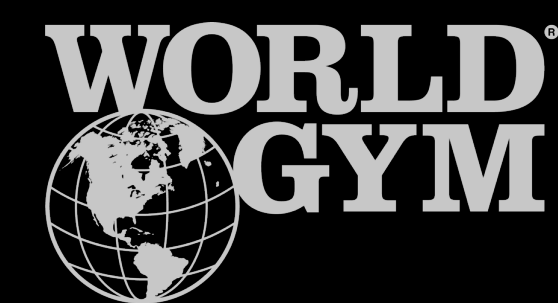
**WORLD
GYM**

FUNCTIONAL LIFTING ZONES

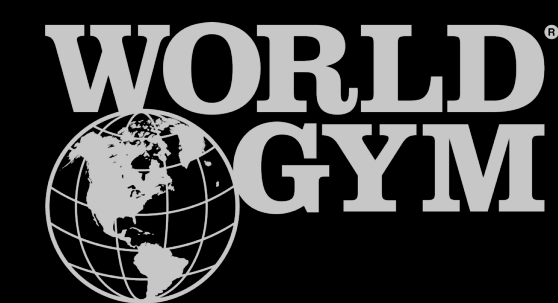


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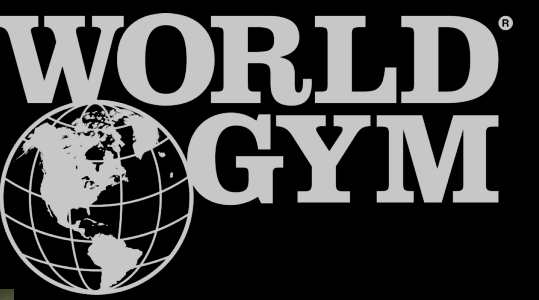
HEAVY LIFTING ZONE



MEDIUM LIFTING ZONE



BARBELL CAFE/PRO SHOP



CLASSES FOR ALL AGES

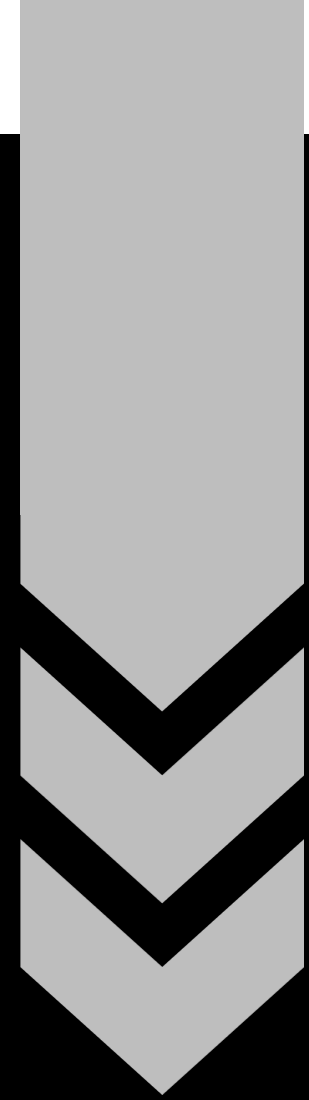
LES MILLS – RPM,
BODYPUMP, BODY
COMBAT, SPRINT,
THE TRIP, RPM

BOXING, HIIT

REFORMER PILATIES
YOGA

CORE, X-FIT, ZUMBA





EVENTS & CORPORATE COLLABORATION



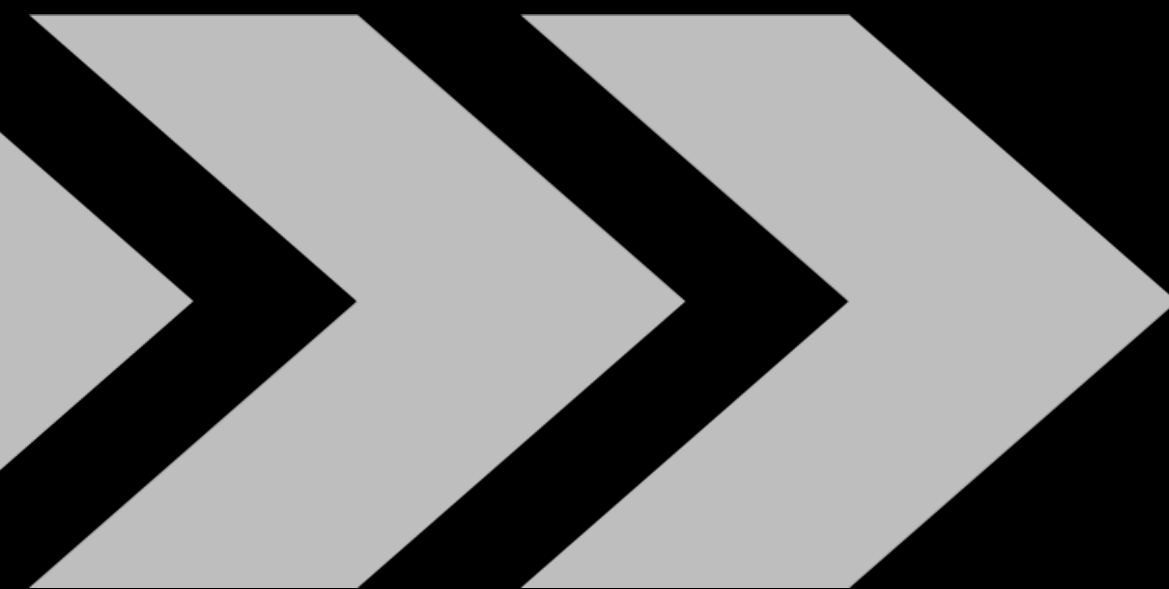
OUR TEAM

H

O



INITIATIVES



LEGENDARY APPAREL



LOCAL COMMUNITY FINANCIAL SUPPORT



ALIGNING WITH KEY BRAND PARTNERSHIPS



NASH MORRIS

ALIGNING WITH KEY BRAND PARTNERSHIPS



BROC PEARSON



BRONCOS >>>

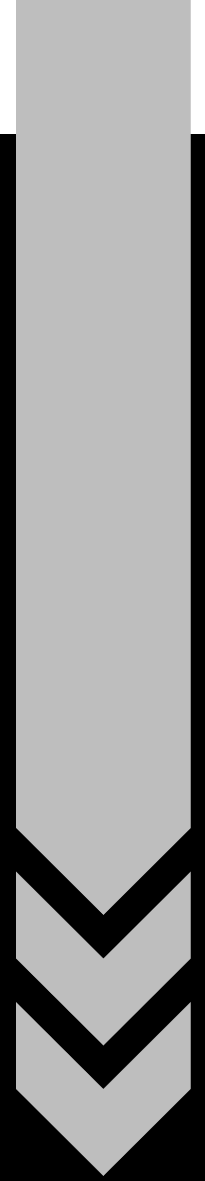
ALIGNING WITH KEY BRAND PARTNERSHIPS





RETAIL





CONTACT

ADD CONTACT INFO HERE

