



Curves®

**A FRANCHISE MODEL
THAT SHAPES SUCCESS**

TABLE OF CONTENTS

2 CONTENTS

4 GLOBAL FRANCHISE NETWORK

6 MARKET IN RAPID GROWTH

8 CURVES BRAND

10 SUPPORT ALL THE WAY

12 OUR CLUBS

14 FINANCIAL INVESTMENT

16 TESTIMONIALS

18 SUPPORT TEAM



A FRANCHISE MODEL THAT SHAPES SUCCESS

PROVEN BUSINESS MODEL

30+ years of success in women's fitness with a turnkey system designed for growth.

NICHE POSITION IN A HIGH-DEMAND MARKET

Women's health & fitness is booming, and Curves is a trusted brand with a loyal community.

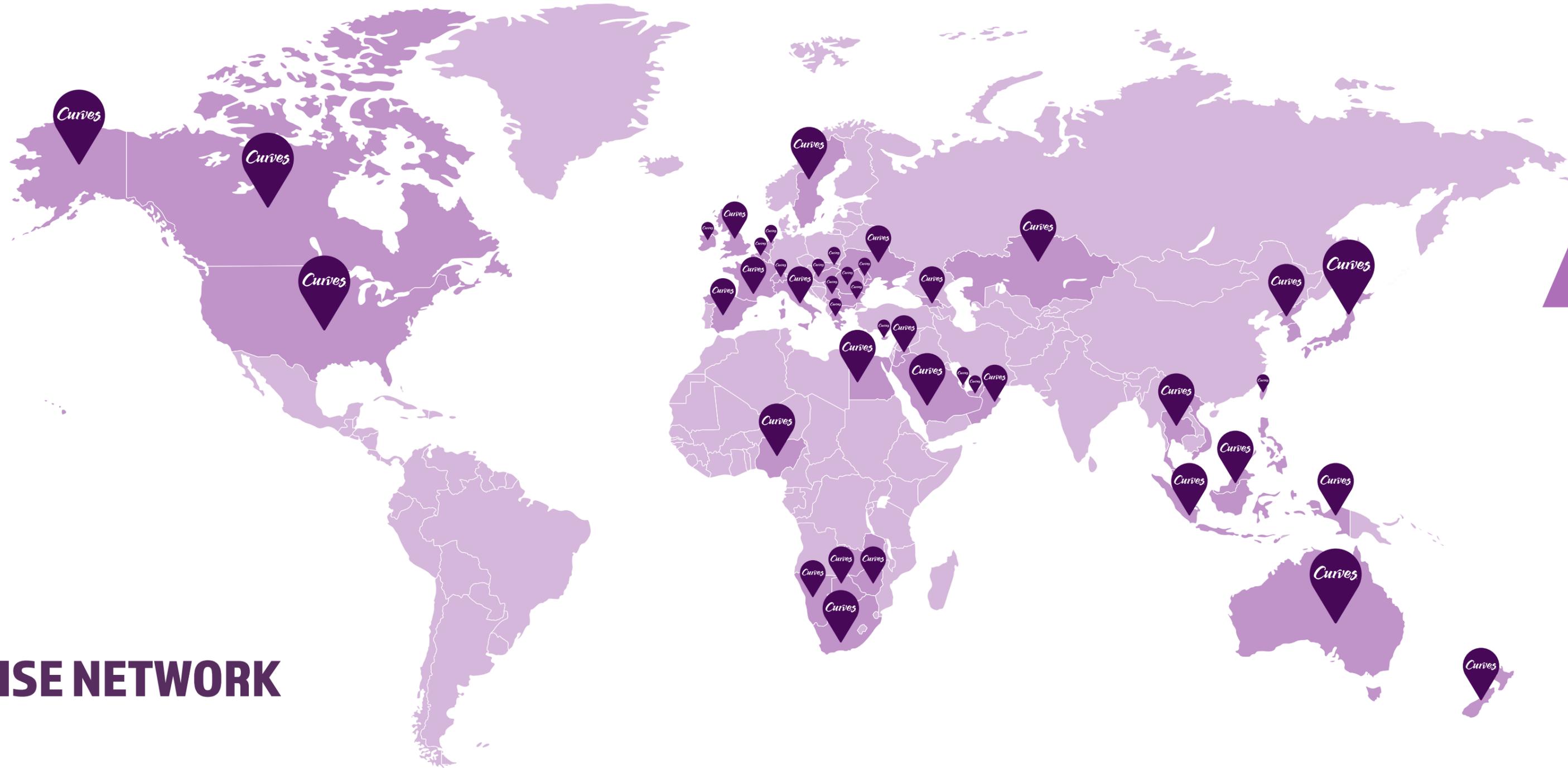
REVOLUTIONISED AN ICONIC BRAND

Constant and consistent innovation.

FAST ROI & STRONG CASH FLOW

Average positive EBITDA within 8 months and positive cash flow by Year 2 (faster in top performers).

GLOBAL FRANCHISE NETWORK



3000+ CLUBS

World's 4TH LARGEST fitness chain

INDUSTRY IN RAPID GROWTH

In 2023, the European fitness sector was worth almost **€32 BILLION**.

The category surpassed pre-pandemic levels and are now at almost **68 MILLION** health and fitness members** - A historic record!

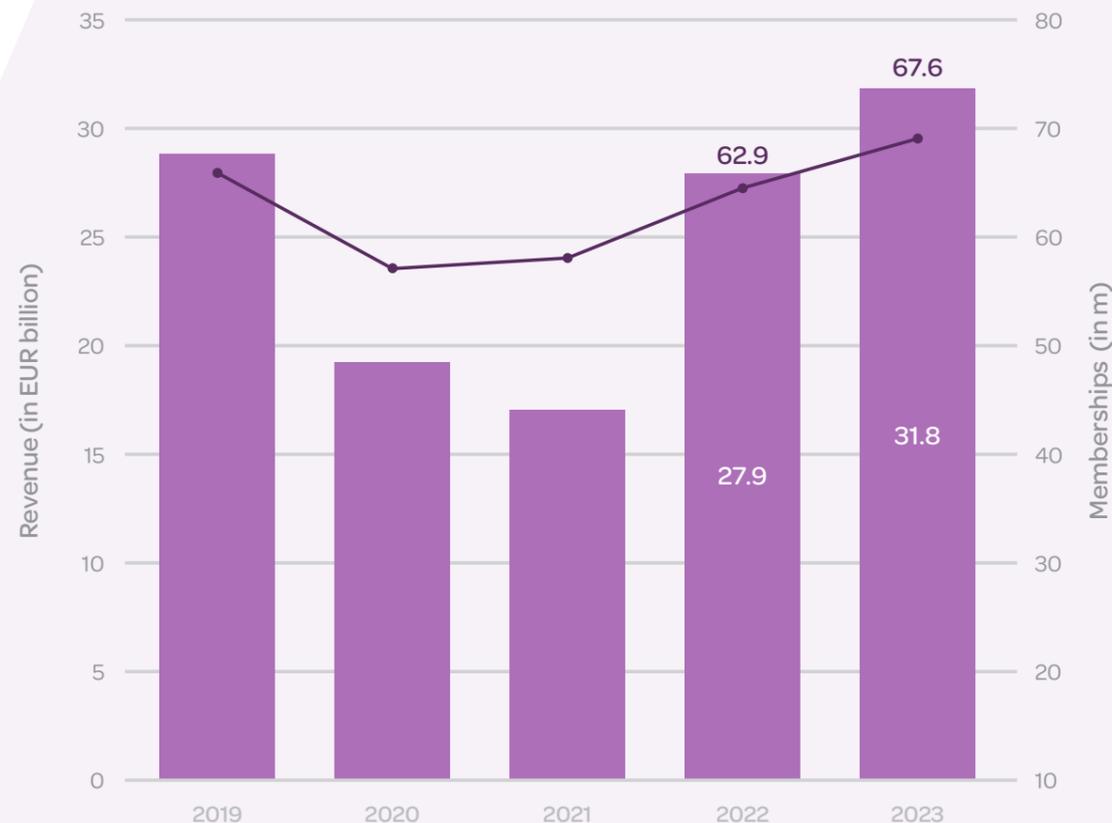
CAGR	2020-2021	2021-2022	2022-2023
Revenues:	-11.4%	65.9%	14.0%
Memberships:	2.0%	12.3%	7.5%

Revenue and membership figures from 2019 to 2022 have been slightly restated compared with previous reports.
Source: Deloitte analysis

* Teneo Sports and Sponsorship Index
** Deloitte Health and Fitness report 2024

DEVELOPMENT OF EUROPEAN REVENUES AND MEMBERSHIPS

Curves enjoys a niche position in a rapidly growing market



■ Revenue
■ Memberships

Deloitte.

KEY STATS - EUROPE



67.6 MILLION
FITNESS CLUB MEMBERS



TOTAL REVENUES:
€31.8 BILLION



7.5%
MEMBERSHIP GROWTH RATE

CURVES BRAND

MISSION

By **STRENGTHENING WOMEN** and promoting the habit of effective exercise, together we will help our members and their communities achieve goals and have a better quality of life.



VALUES

SUPPORTIVE COMMUNITY CARE

Empower everyone to improve their lives by creating a positive, safe, supportive, encouraging, fun, non-judgemental environment.

PASSION FOR SERVICE

Consistently commit t to help others succeed. Understand individual needs, and work tirelessly to maximize results.

INTEGRITY

Do the right thing even when no one is watching. Be open and honest in all our dealings.

TEAMWORK

Synergize and work together to deliver successful outcomes by developing professional, collaborative relationships.

EMBRACE CHANGE

Continually find better ways of doing things. Quickly adapt and find solutions to change.

SUPPORT ALL THE WAY

Our dedicated Operations, Marketing, and IT teams will support and guide you through your entire Curves journey covering all areas of running your business pre and post opening.



COMPREHENSIVE SUPPORT FROM DAY 1

FOUNDATION SPECIALIST:

Delivers comprehensive training.

GRAND OPENING SPECIALIST:

Ensures a strong launch with our proven model.

BUSINESS DEVELOPMENT MANAGER (BDM):

Provides ongoing day-to-day support.

MARKETING SUPPORT:

Drives your business growth with expert services.

PLANNING:

A 12-month planner with monthly marketing materials, national social media support, and access to the Curves Social platform.

TRAINING & UPDATES:

Regular in-person and online sessions to keep you at peak performance.

CLUB SUPPORT:

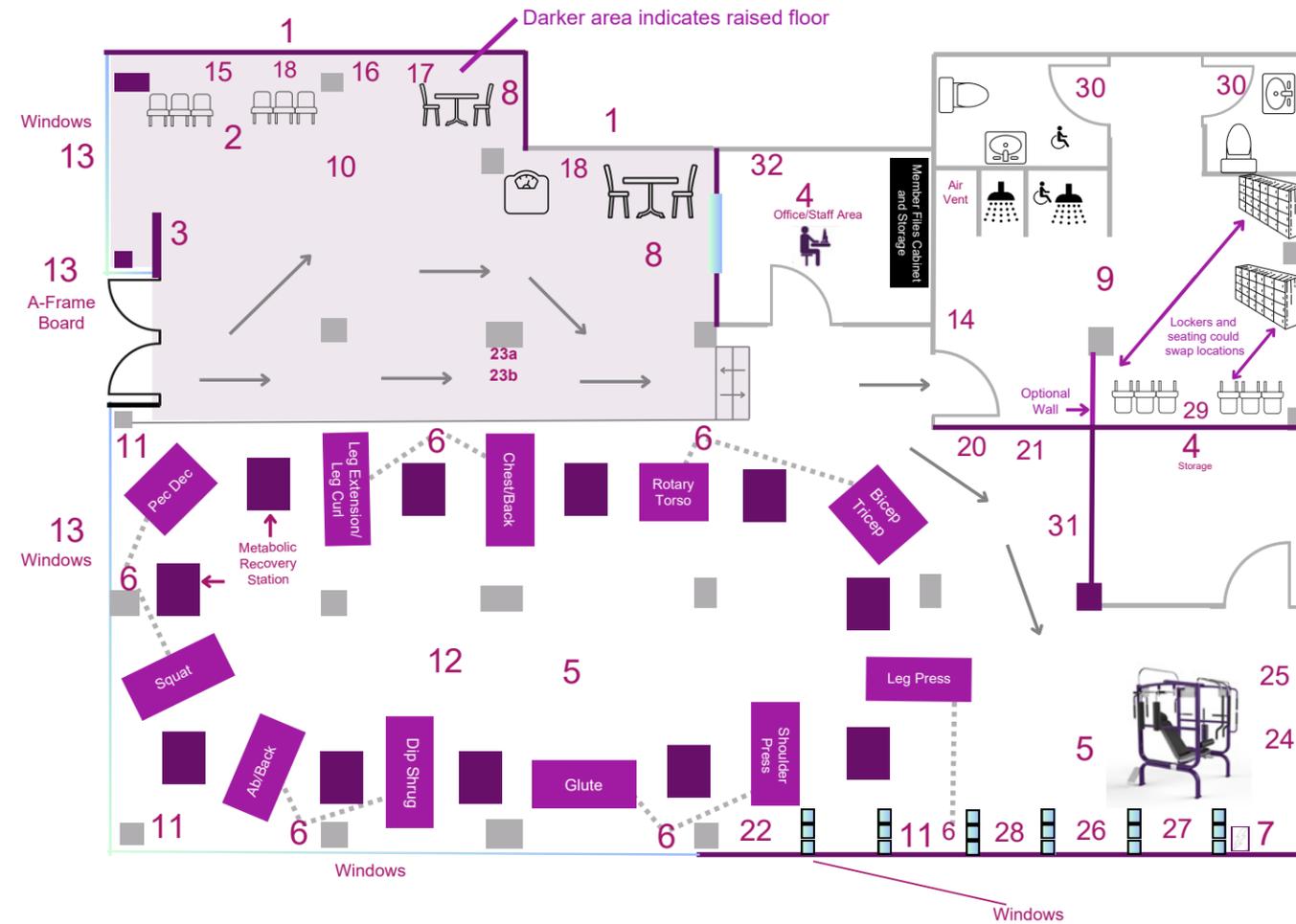
Assistance with layout, design, and signage.

ONLINE RESOURCES:

The Curves Online Library offers extensive training and resource materials.

OUR CLUBS

A **CONSISTENT** and **INVITING** look and feel for all our clubs.



1. Purple Wall and White Logo
2. Entrance Seating/Trifold Brochure - extra seating will be provided during GO only
3. Reception Area/Sign In Table or Shelf
4. Office/Staff Space/Storage Room
5. Circuit & Stretching Area - 11 Pieces of Equipment, 11 Metabolic Stations, 1 Stretching Circuit
6. Curves Smart - Wall/Floor Electrical Outlets - indicated by grey dash lines
7. Power Source for Wall mounted tablet for Stretching Circuit
8. Consultation and Monthly Coaching Session Area
9. Lavatory/Showers/Changing Rooms/Seating
10. Curves Product Display
11. Music Speakers
12. Change Stations Now Ceiling Speaker(s)
13. External Signage/Window Signage/A-Frame Board campaign/testimonials
14. Mirror with motivational sticker
15. Mission and Values
16. Experts in Women's Fitness - Coach Training Certificates
17. Meet Your Team - Curves Team Commitment Letters
18. Real Women, Real Results Display
19. Body Composition Poster - Coming Soon
20. Celebrating Success - Member Results/Top Workouts
21. Strengthening Women - Internal Challenges/Leaderboard Info
22. Check Your Form - Equipment Poster
- 23a. Heart Rate Chart
- 23b. Heart Rate Table - SMART/Device
24. Benefits of Strength Training - Small Changes
25. We are Stronger Together - Staying Connected BRs
26. Smart Incentive Poster
27. Stretching Poster
28. Franchise Sales Poster
29. Member Information Board - Community Partnerships, Member Social Events, Franchise Sales Poster, Current Offer, We Love Children Poster, Internal Campaigns, App Challenges, Support Local Business, Required Legal Postings
30. Referral Programme Poster
31. Social Media Wall
32. Staff Whiteboard - KPI targets, Rota, Commission

← The arrows indicate the flow of traffic

CLUB DIAGRAM - BADAJOZ CENTRO



FINANCIAL INVESTMENT

LOW-INVESTMENT, HIGH-RETURN MODEL

This low-investment model offers a **PROVEN PATH TO SUCCESS** with robust financial milestones, making it the ideal opportunity for entrepreneurs seeking **LONG-TERM PROFITABILITY** and a **THRIVING BUSINESS MODEL**.

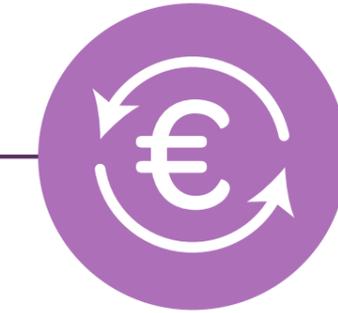
INITIAL FRANCHISE FEE: €27,900

STATE-OF-THE-ART EQUIPMENT: €27,000



PROFITABILITY TIMELINE

Positive EBITDA within 8 months of opening



STRONG CASH FLOW

Enter positive cash flow by the start of year 2

Average data presented above. Faster returns in top performers

TESTIMONIALS



“When I started my first Curves 17 years ago, I was looking for a business to be self-employed, and it quickly became one of my top priorities. For me, helping women improve their lives is a true calling. Encouraged by the satisfaction my work at Curves gave me, I decided to buy a second club. That’s where I grew professionally. I went from being self-employed to becoming a leader for my team. It was a great challenge and a lot of work to go from one to two Curves, but in that process, I discovered my ability to manage and delegate within a larger team. This has allowed me to have more time for myself.”

Alejandra - multi club owner, Spain

I became successful in business



“I had the opportunity to buy a club 4 years ago, we had to rebuild a tight-knit team which has enabled us to build up more than 600 members! Curves is a great adventure because it is above all a community and I am delighted to be able to help women improve their life, their health, and strengthen their self-confidence, all thanks to our unique, and very effective training programme. I am also proud to be part of the Curves franchise because it is constantly evolving. More than a job – a passion!”

Julie - Owner of Curves Douai, France

More than a job, a passion!

“My extraordinary adventure with Curves began in May 2015, a moment that revolutionised my life. This experience has been truly transformative as it has allowed me to take on the most rewarding job in the world: helping the women in my community become stronger and happier. The training and support that we have received from the Curves team from both a fitness and business perspective has been second to none and exceeded my expectations. My club has achieved and maintained a strong membership base and continues to grow. I am certainly very proud to be a Curves franchisee.”

The most rewarding job in the world

Liza - Owner of Curves Knocklyon, Ireland



“As a multi-club owner with three locations, I’ve seen first hand how Curves continues to evolve – constantly bringing in new technology, equipment, and apps to keep members engaged and get them the best results. The support from Curves is incredible; they genuinely want you to succeed even more than you do! The relationships, the guidance, and the innovations make it an amazing company to be part of. Curves isn’t just a business to me – it’s my passion, my lifestyle, and something I live and breathe every day. But success comes from commitment, and if you’re willing to put in the work, the rewards are absolutely worth it!”

Sarah - multi club owner, UK

Curves continues to evolve

SUPPORT TEAM

OPERATIONS



Joanna
Chief Operating Officer



Tanya
Director of Franchise Relations



Chantelle
Head of Training



Sharon
Project management
IT & Support



Martha
—— Business Development Manager / Franchisee support ——



Leyla



Ana

FINANCE



Bilbo
Chief Financial Officer



Judith
Personal Assistant



Safiya
Legal



Inés
Finance Manager



Atussa
Accounts Payable



Manon
Curves Products

MARKETING & SALES



Paige
Sales Director



Roberto
Sales Manager



Rodrigo
Sales Representative



Michael
Marketing Director



Claudia
Marketing Manager



Kaila



Vanessa
Marketing co-ordinators



Viviane



Jenny
Graphic Designer

IT & SUPPORT



Fiona
IT Manager



Rachel



Riccardo



Ângela

—— IT and Equipment Support / Finance ——

READY TO JOIN IN THE SUCCESS?

Roberto Rodríguez

Sales Manager

rrodriguez@curves.eu

+34688740793 para España

+393761276170 per l'Italia

+353830758911 for Ireland & UK

[MORE INFORMATION](#)