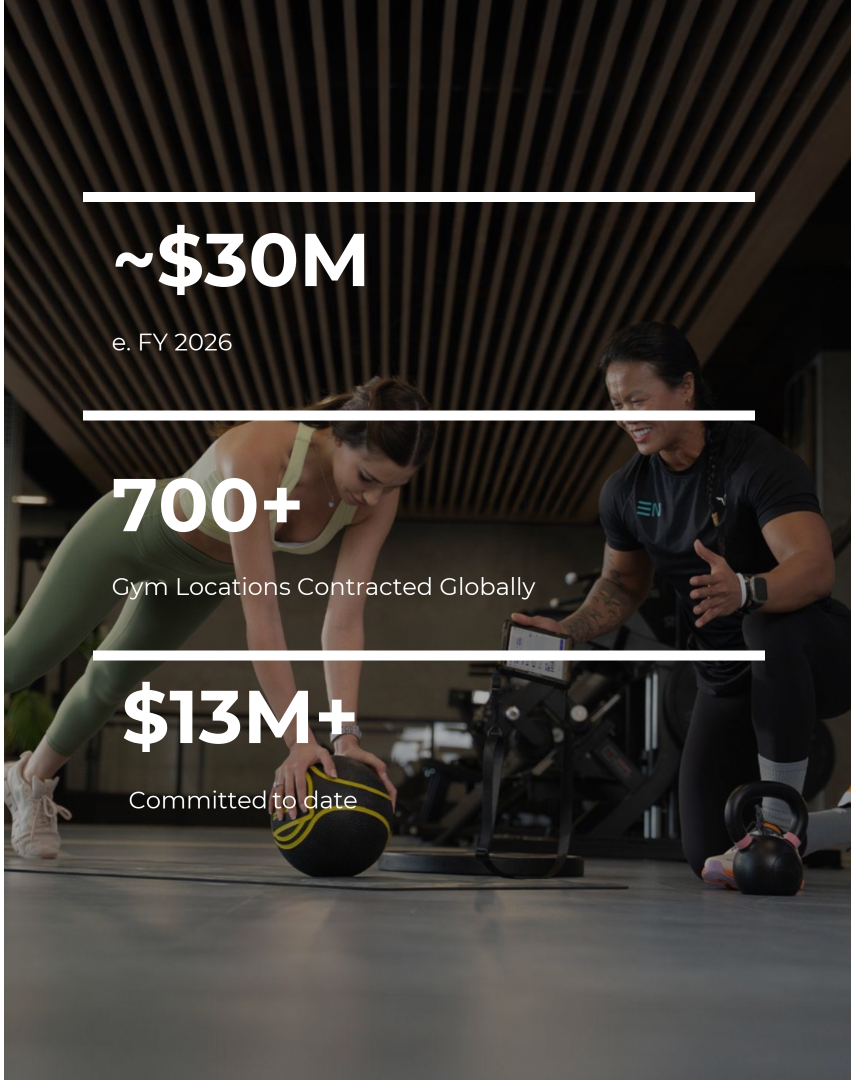
ENHANCE

THE GLOBAL AUTHORITY ON PERSONAL TRAINING

Investment Round

August 2026 | *Confidential*



High-Value, Low-Price won the decade.

Why we operate where the members are — and why PT is the entire margin story

HIGH-VALUE LOW-PRICE (HVLP) — OUR SEGMENT

5,000–8,000 members in a typical club — volume is the engine

Low monthly fee, thin margin per member

A decade of growth by opening clubs, not earning more inside them

The format that scaled the $112B club market

PREMIUM & BOUTIQUE

High fee · low member volume

Membership price IS the margin

Grows by charging more

Saturated in most mature markets

Leaders: Equinox · Barry's · Lifetime Fitness

HVLP LEADERS ALREADY ON ENHANCE

PUREGYM · CRUNCH · UFC GYM · GYMNATION جيمنيشن

THE TWO LEVERS THAT ARE LEFT

Revenue per member

Ancillary spend, not membership price, is where margin now comes from — and PT is the largest ancillary line in the club.

Member tenure

Members who train with a trainer stay materially longer. Retention compounds every other number in the business.

Just 2–3% of members buying PT can generate revenue on par with the club's entire membership line — and penetration sits at 2–3% today.

PT is the most profitable revenue line in fitness and the least systematised.

HVLP clubs hold 5,000–8,000 members — PT revenue from 2–3% can match the club's entire membership revenue.

TAM FUNNEL

$112B
Global Health & Wellness Club Market

$42B
Personal Training Globally

$1.8B
PT Club Management Software (Global)

$798M
PT Management — US + UK

~$30M
Enhance Revenue Plan FY2026

WHY PT REVENUE IS BROKEN

Running on paper
Most gyms manage PT with whiteboards, spreadsheets, and verbal tracking

Trainer churn is endemic industry-wide
Little career path, poor tooling — trainers leave

Gyms offer free sessions but yield low closing rates
At Fitness Ventures (115+ clubs), PT sessions grew 80% YoY on Enhance

Margin negative
Most gym PT operations lose money at scale - Enhance fixes the economics

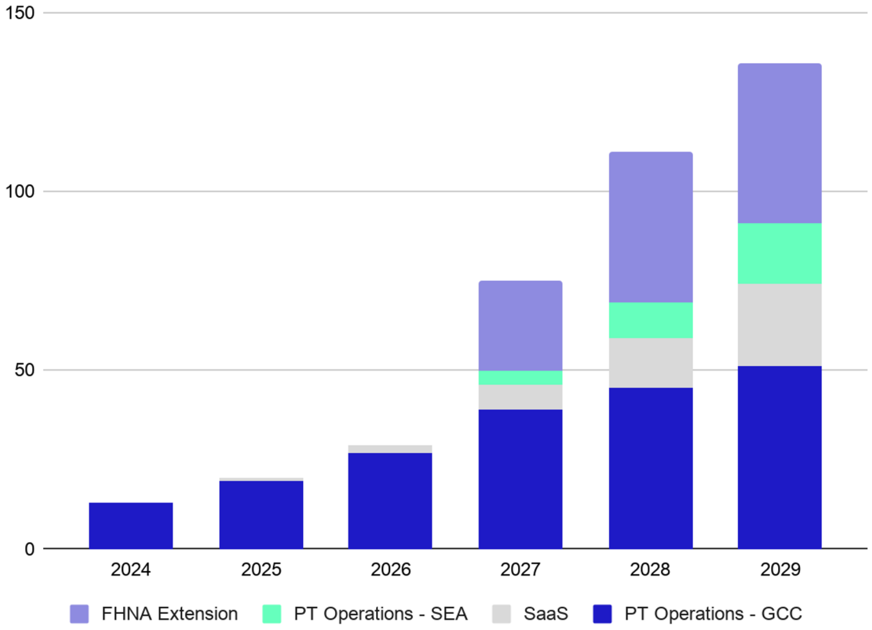
Operators are flying blind with limited data
Gyms have limited visibility into trainer performance at the location level

$42 billion globally. No system of record. No operating standard. We fix that.

The Category Is Ours to Define.

Default system for PT across every major gym chain. The operating layer through which all PT revenue flows.

REVENUE BY SEGMENT (2024-2029)



2026
EXPAND

- New investment round: $13M+ committed
- FHNA pilot live: scaling toward 53
- SaaS ARR: $3.5M by year-end
- GCC service EBITDA breakeven Q4
- Revenue $29.6M · 52 operated clubs

2027
EXTEND

- FHNA full 53 clubs deployed
- Enhance net from FHNA: $6.6M
- SaaS: $10M+ ARR (2027)
- Additional Crunch franchisees in discussion
- Revenue ~$65M · 100 operated clubs · EBITDA ≈ breakeven

2028+
CATEGORY LOCKED

- FHNA sustains $6M–$8M net p.a.
- SaaS: approaching $13M ARR (2028+)
- Revenue ~$105M → $125M · 150 → 200 operated clubs · path to ~$155M at full club maturity

Our Vision: Every gym can adopt Enhance as their **entire PT operation** - not just the software.

The default OS for personal training. Globally.

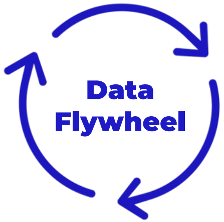
One System. Software + Operations.

WHAT WE DO

ENHANCE
THE GLOBAL AUTHORITY
ON PERSONAL TRAINING

Software

Dashboards
Trainer App
Member App
AI Intelligence



Operations

Hiring
Training
Management
Billing

Runs entire PT business

WHY THIS IS UNBEATABLE

1. **Data flywheel**
   Ops → data → better SaaS → more clients → more ops leads
2. **Switching cost**
   Trainers, SOPs, CRM, member relationships — all Enhance.
3. **Unit economics**
   $84K/club/month, 16% EBITDA margin — FY2025 actuals across 13 mature UAE clubs.
4. **Category of one**
   No competitor runs operations AND sells software.

Enhance becomes the operating layer through which all PT revenue flows. ***That's infrastructure, not just software.***

One club is a profit machine. Here is its P&L.

UAE Monthly Revenue by single mature club view · UAE · July 2026 · live ops cockpit (costs estimated)

USD thousands

THE CLUB

20

trainers on the floor

78

sessions per trainer · 1,569 total

+25%

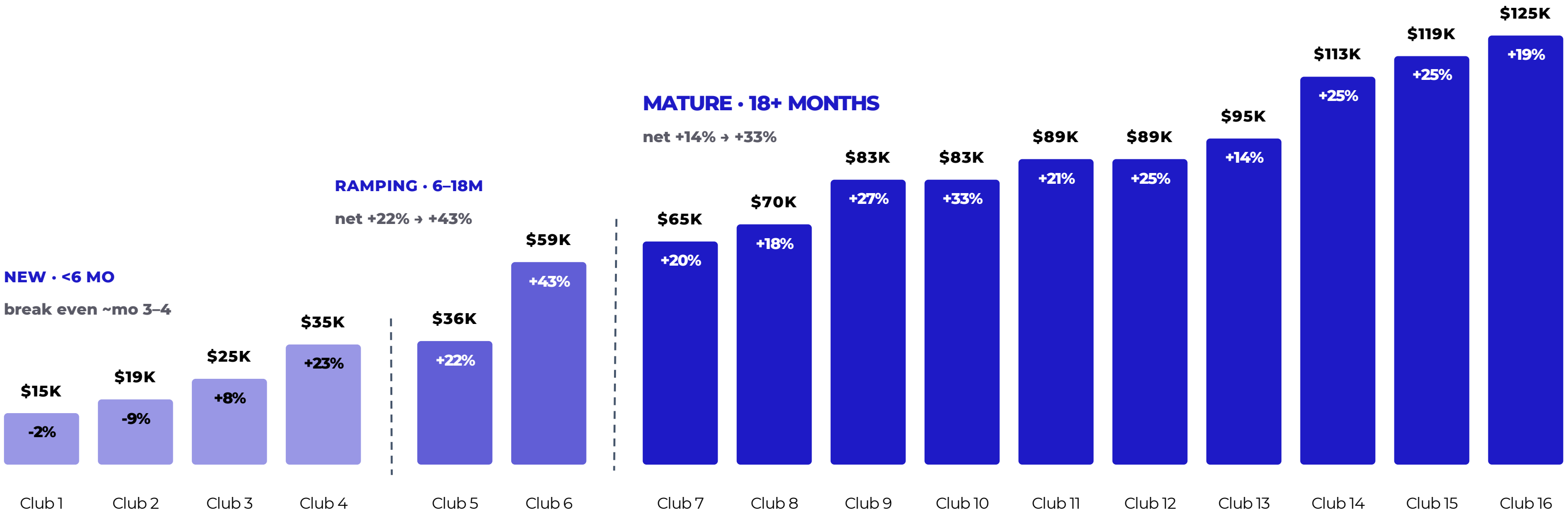
net margin

Club net contribution across the portfolio: +14% to +33% (July 2026) — consolidating to 16% regional EBITDA (FY2025 full-year financials).

Every club walks the same path to maturity.

Monthly session revenue by club · UAE · July 2026 · grouped by opening vintage

bar = monthly session revenue (USD thousands) · % inside bar = club net margin



$15K → $125K per month per club · every cohort climbs the same curve.

The multiplier: clubs × unit economics.

50 new clubs a year · 2026 anchored to plan (within 1% of MIS June close) · 2027–29 management growth targets

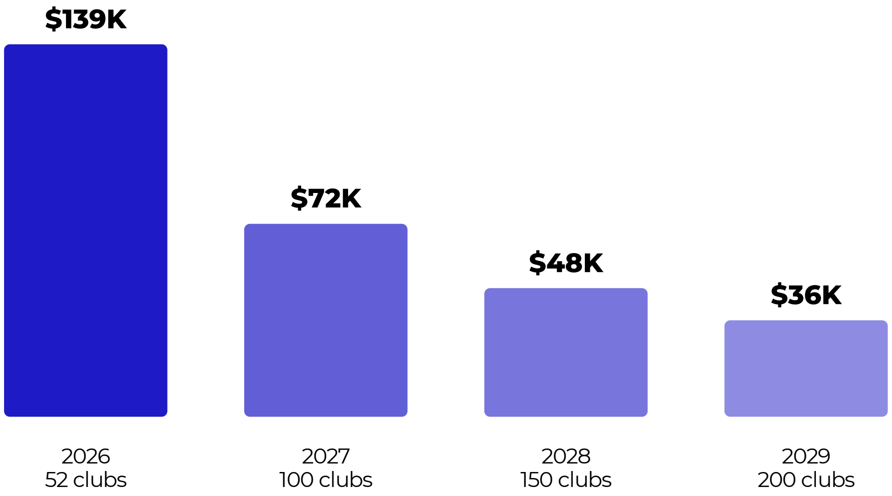
	2026 · plan	2027 · target	2028 · target	2029 · target
Operated clubs	52	100	150	200
SaaS clubs (year-end)	800	1,600	2,400	3,000
Revenue	$29.6M	~$65M	~$105M	~$125M
EBITDA	–$5.5M	Breakeven	+$11M	+$16M
Margin	**–19%**	~**0%**	**+10%**	**+13%**

Each mature club ≈ $1M revenue/year at 15–16% club-level economics. Central costs amortize as clubs multiply — that is the margin story. The pipeline is contracted, not prospective: 700+ SaaS locations and the 53-club US service path are under signed agreements today.

AI tech holds central cost flat while clubs multiply.

Technology + HQ ≈ $7.2M in FY2026 — spread over an ever-larger club base

CENTRAL COST PER OPERATED CLUB PER YEAR*



Platform Highlights

Dashboards

Data driven decision making, AI powered recommendations

Trainer App

Optimize trainer performance, automate tasks, deliver programs

Client App

Engagement, progress tracking, transactional functions

Manager Suite

Administrative controls

The moat: our platform learns from every session across 500+ live clubs — smarter with every club added, embedded in daily ops and providing real time insights to managers to optimize through the power of data

One business, three engines.

FY2026 plan → 2027 targets · services prove the model, SaaS feeds it

TOTAL

$29.6M

Revenue FY2026 plan

~$65M

2027 revenue target · EBITDA ≈ breakeven

35%+

revenue CAGR 2021–2025 (actuals)

SERVICES —

52 → 100

Clubs rolling out 2026 - 2027

+20–25%

typical club net contribution

$84K/mo

avg PT revenue per mature location

SAAS — THE LEAD ENGINE

800 → 1,600 clubs

Clubs rolling out 2026 - 2027

$3.5M

ARR 2026

150+

clubs/month onboarding capacity

+80% sessions YoY at Fitness Ventures (115+ Crunch clubs) after Enhance rollout · 70+ sessions per trainer/month vs 57 industry average.

US Turnkey Deployment. Pilot Live.

The Enhance model — proven in GCC — scaling across Crunch Franchisee “Fitness Holdings” in 11 US states.
The FIRST US franchisee agreement — and the template the next ones follow.

Pilot live since July 2026: Enhance runs the complete PT operation in 4 Fitness Holdings clubs in Pennsylvania — with a contracted path to all 53 Crunch franchise clubs.

53	240K	$13.6M	$50M+
Clubs 11 NE States	Members	Pre-Enhance PT Revenue p.a.	Projected Gross at Maturity

OUR MODEL

- Recruitment and onboarding
- Trainer management (payroll, benefits)
- Performance management and KPI tracking
- Trainer retention and career growth
- Continued training and upskilling

AT MATURITY (53 CLUBS)

$85K/club/mo
Revenue target

$50M
Gross PT revenue

$6M - $8M
Enhance net income

12%-15%
Enhance net margin

~20x
vs current SaaS book

THE FLYWHEEL

First agreement of many — FH paves the way

Unlock additional Crunch franchisees

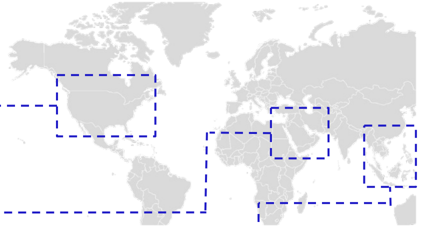
AI makes every new club more profitable

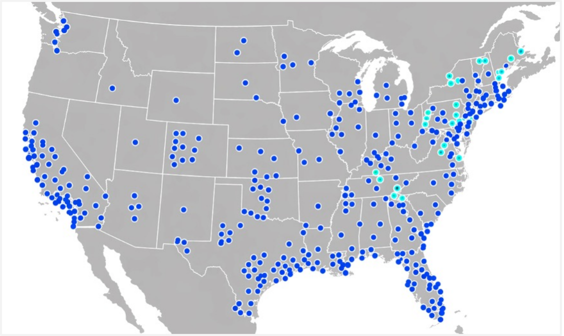
Inbound: additional Crunch franchisees exploring the same model

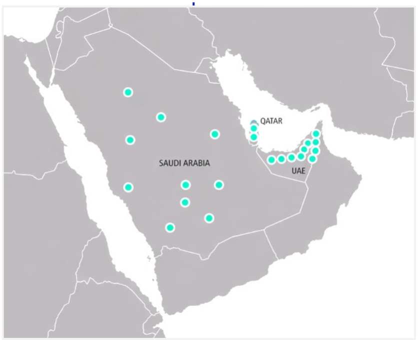
SaaS + Ops + AI = category lock

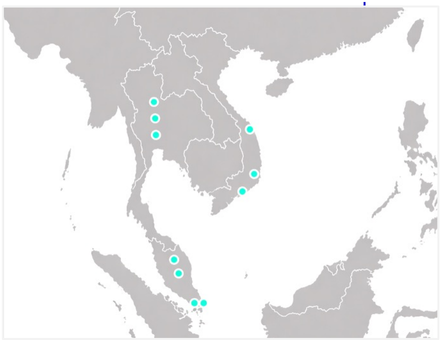
Global Footprint

Over 700 clubs and expanding









New markets ex-US: 5 clubs by Q1-27 · 20 by Q4-27 (FHNA path is separate — see roadmap)

Software

Software + Service

Operators Who Have Done It Before.

Operating discipline from $500M+ media & streaming businesses — applied to recurring-revenue fitness operations.

Tarek Mounir
Founder and CEO

DEAL MAKER

CEO Deezer MENAT · VP WBD MENAT · Dubai Angels · 20+ yrs media/tech

Rania Merhej
Co-Founder and COO

PRECISION AND EXECUTION

Biz Dev Warner Media · Deezer · Expert in operational rollouts & scaling

Jamie Friend
CFO

VOICE OF REASON

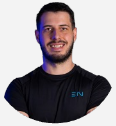
CFO WBD EMEA · Walt Disney · Cambridge University · Strategic Finance

GMs

Alexey Nastenko
UAE GM

Naim Bourji
KSA & Bahrain GM

Stefan Papovic
Qatar GM



Stefan Radovanovic
USA GM

ADVISOR

Yi-Wei Ang
Product Advisor

CPTO Property Guru · CPO Talabat (Delivery Hero) · VP Product Property Finder

$25M New Investment Round - Use of Funds

ROUND STRUCTURE

COMMITTED

Equity + Venture Debt	***$13,000,000***

OPPORTUNITY

Strategic Partners Equity/Co-invest	***$12,000,000***

TOTAL: $25,000,000

USE OF FUNDS

Accelerate FHNA deployment	***$7M***
Deepen the AI platform	***$5M***
Next US takeover — **Crunch franchisees / PureGym PT**	***$4M***
Working Capital	***$9M***

ENHANCE

THE GLOBAL AUTHORITY ON PERSONAL TRAINING

UAE-born. US-operating.

First software + service operator globally for personal training

Tarek Mounir
Founder & CEO
tarek@enhancefitness.com