

FRANCHISE INFORMATION PACK

Come as you are, leave stronger.

THE JABZ BOXING Workout

20 STATIONS, 1-2 ROUNDS

BOXING-INSPIRED HIIT

INTELLIGENT PROGRAMMING. REAL RESULTS.

WHAT TO EXPECT

Transition from life mode to fight mode with boxer-approved warm-up using jump ropes, speed bags, rowers and functional bodyweight movements.

Then, listen for the bell! Our boxing interval timer will alert you when it's time to head to the next station of our signature circuit. You'll work on your boxing combos at the heavy bag stations, core strength and stability inside the ring, and a combo of boxing/strength/ cardio at the Torrent stations around the room.

After 1-2 rounds through the circuit and a quick cool-down, you're ready to fist-bump your neighbor and get back to your day, all in 60 minutes or less.

THE DAYS

Strengthen your entire body with the Jabz Boxing programming. Each day of the week has a muscle focus to get the most efficient and effective workout (upper body, lower body, and core). Full body days have a little extra cardio added to exercises targeting all muscle groups.



THE HISTORY of Japz Boxing

In 2012, the founders decided to create the first boxing studio in the U.S. dedicated to the client. They recognized that there were four key ingredients to creating a fitness focused, client-focused, successful boxing studio: 1) effective and efficient workouts; 2) motivating and engaged coaches; 3) pumping music; and 4) a supportive and welcoming environment.

They opened their first studio a year later in Scottsdale, Arizona and since Jabz Boxing has grown to several locations across the country with many more in development. The workout and studio experience continues to elevate and evolve.







WHAT SEPARATES JABZ BOXING FROM THE COMPETITION?

Jabz Boxing is committed to setting our franchise partners up for success! We're redefining the fitness franchise space, empowering our clients and potential owners to take control of their lives.

Our franchisees come from varied professional backgrounds, but one thing they all have in common is their appreciation for fitness, whether it plays a role in their own lives or those around them.



PURSUE YOUR DREAMS OF BUSINESS OWNERSHIP

From low start-up costs and overhead, to extensive training and guidance to help you kick-start your business, we're here every step of the way so you can reach new heights in your career. Plus, there's an opportunity to grow your portfolio and acquire multiple studios.

Our goal is to remove the barriers that keep our franchise partners from being successful.







JABZ BOXING MODEL Works



Rapidly Expanding Market for Boutique Fitness

Subscription Revenue

Low Initial Start-up Cost

Lifestyle Brand

Limited Number of Employees

Boxing Workout That Stands Out In The Market

Significant Pre-opening Support

Ongoing Support Throughout Your Time as a Franchise Partner



PRE-OPENING Support

The Jabz Boxing franchise brand is built on a simple strategy - we determine everything that could prevent an owner from being successful and remove these barriers. You'll get all the tools you need to build and run your business successfully.

Business Plan Assistance
Real Estate/Site Selection
Tech Platforms Training
Local & Digital Media Outreach
Local & Digital Marketing
Regular Status Calls
Coach Training
Opening Kits
Social Media Guidance
Pre-Opening Membership Sales

#takeittothebell



Advertising Campaigns
Websites & Social Media Site Development
National Public Relations Firm
National & Local Marketing Plans
Marketing Material
Social Media Guidance
Client Loyalty & Referral Programs
BizFit Program and Power Hours



TECHNOLOGY Systems

Virtual Training Portal/Learning Management System

Business Management System

Studio Webpage

Lead Generation Technology

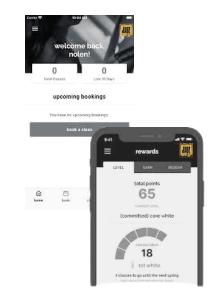
Lead Tracking & Communication

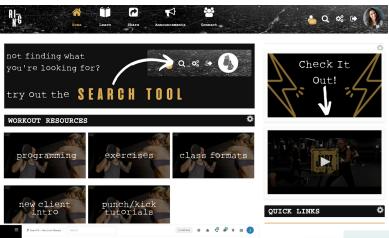
Automated Email & Text Marketing

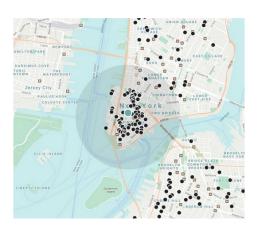
Messaging Bot

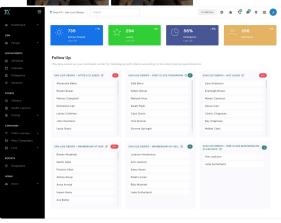
Accounting System

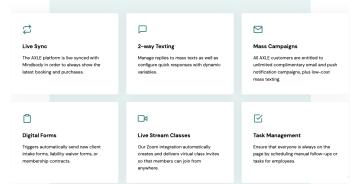
Business Ordering Platform











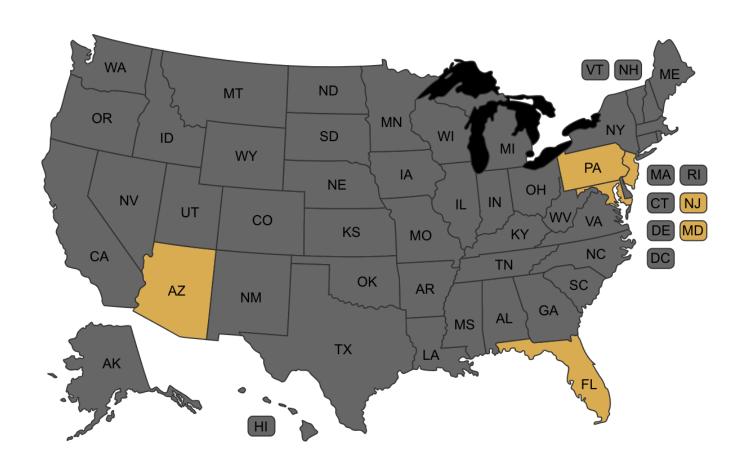




Management Training
Lead Coach Training
Coach Training // Jabz Training Camp
Mindbody Training
Marketing Suite Training
Sales Training
Community Marketing Training



JABI BOXING Rapid Expansion





JABZ HIGHLIGHTS EXECUTIVES FOR WOMEN'S HISTORY MONTH





elle Scott, Brand President

more than 20 years of esperience in the franchise industry under her belt, including leadership roles in francispent and operations, Danielle has helped to create, attenuine and leaf franchise companies that perform at the high. Tree working with startup commonst purising anympictures and international expension, Smallel's attenuive healpyn companies in several verticals, including NID and NIC hospitulity, education, restaurant, fitness and retail.

s at Jabr. Natalie leverages a strong background in operations and talent development ess brands, and previously worked for Solidcore as Senior Manager of Product

fittess and an accomplished management harbyround, Natalie has opened more than 69 new studies more managers and trainers for a variety of fitness branch, Topping into her current rais with John, Natalie la lamant to build upon Jahr's repid greath and incredibly-womps

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boyer, Director of Experience and Culture
the newest member of the Jabz corporate team. She joins us
g and improving the culture of new locations with Solidcore a

JABZ BOXING KICKS OFF 2020 WITH FIV SIGNED BY WIFE-AND-HUS





2020 is off to an amazing start for Jabz Boxing! We're thrilled to an will bring new Jabz Boxing locations to the east coast, with the first location opening this fall. The openings will be spearheaded by wife-and-husband doo Helen and Larry O'Keefe, with Helen managing operations.

We welcome franchisees from a variety of backgrounds, but what they all have in common is their passion for fitness and enthusiasm for Jabz Boxing. Just ask Helen and Larry! Helen spent nearly two decades teaching high school history, while Larry leverages more than 20 years in corporate America. Their combined experiences and passion for healthy living will certainly drive their new business youture.

numband and I have always pursued a healthy lifestyle through exercise, nutrition and sports," says Helen. "We discovered boxing a couple of months ago and immediately knew it was the right investment for our family. Ne're thrilled to help wer clients through fitness and can't wait to open our first location in the months ahead."

ate about fitness and helping others achieve a healthier lifestyle, and desire to leverage your local ties to simess, them you too can have it all with Jabb Boxing. Our fitness franchise opportunity is a thrilling concerns to make a boxolout investment, reach financial independence and create a lasting difference in their

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Jabz Boxing Raises More Than \$5,000 for CURE to Conquer **Childhood Cancer**

By: Jabz Boxing | ● 1 Shares ◆ 372 Reads

Boxing-Inspired HIIT Workout Studios Raise Awareness and Give Back to Nonprofit with Successful Nationwide Fundraising Campaign

April 16, 2021 // Franchising.com // PHOENIX - Jabz Boxing (Jabz) studios and their members across the nation spent the month of March working out to both financially support CURE Childhood Cancer (CURE) and reinforce the organization's mission to defeat fatal diseases.

Throughout the entire month of March, studios hosted a series of donation-based classes in which 100 percent of the proceeds were donated to CURE. In total, Jabz raised \$5,230 and proudly shared the organization's mission with Jabz members and fans through social media, press and in-studio messaging.

Phoenix-area multi-unit Jabz franchise owner Christina Peregrym inspired the systemwide initiative. She holds a personal tie to CURE Childhood Cancer and its mission. Peregrym lost her two-year-old godson Easton in February 2020 after he fought an incredibly brave battle with leukemia.

"The amount of support from our owners, staff and Jabz members for the CURE campaign has been remarkable, but I can't say that I am surprised. We have an incredibly supportive group of franchise owners - both in their local communities and within our franchise system," said Danielle Scott, Jabz Boxing Brand President. "It's an honor to play part in sparking nationwide fundraising and a discussion around beating childhood cancer. CURE is doing great work in its research and support of families who are navigating these extremely challenging times. We're proud of the Jabz community for coming together to make a difference.

CURE was founded in 1975 by Emory University pediatric oncologist, Dr. Abdel Ragab. He arrived in Atlanta as the city's only pediatric oncologist, confronting a skeleton staff, no research budget and the lack of a basic microscope to help

Jabz Raises Nearly \$3,000 for Bright Pink in Honor of Breast Cancer Awareness Month

Popular Boxing Studio Gives Back to Nonprofit with Successful National Fundraising Campaign

November 19, 2020 // <u>Franchising.com</u> // PHOENIX - Jabz members across the nation punched, squatted and lunged their way through classes as they joined Bright Pink in the ring to fight for ovarian and breast cancer prevention.

From Oct. 25-31, Jabz studios across the country hosted a series of donation-based classes to help Bright Pink move the national converse beyond awareness toward action. The goal was clear: Inspire as many women as possible to assess their risk and take preventative steps t manage their health. In total, Jabz raden early \$3,000 froughout the week in support of Bright Pink and provolly shared the organization's mission with thousands of Jabz members and fans nationwide through social media, press and in-studio messaging.

ers, staff and Jabz members inspired across the country through their participation in the Brigh I President. "Giveback has always been an integral part of our brand, and we are grateful for our "We're blown away by the support that our owners, s Pink campaign," said Danielle Scott, Jabz Brand Pre amazing community that came together to support Bright Pink's mission.

Headquartered in Chicago, Bright Pink is the only national nonprofit organization that focuses on the prevention and early detection of breast and ovarian cancer in young women. With a focus on health rather than cancer, Bright Pink inspires women to make behavior changes that can greatly improve their lives. Through innovative digital tools and constituent-centric marketing, Bright Pink engages women in educational experiences to help them understand their risk and personalize their prevention plan. By leveraging strategic media and brand partnerships to deliver these programs to women where they are, on their terms, and in their language, Bright Pink aims to change the national conversation beyond awareness to action.

mbers in the community hoping to get their support e and in turn, launch what is now known as CURE ore than \$32 million into innovative research. While CURE's programs also help address the physical.

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COUNTY TO GET IN THE RING



Popular Boxing-Inspired Fitness Studio Signs Lease at The Shops of Wiregrass for First Florida Location

WESLEY CHAPEL, Fla. - Jabz Boxing announced today that it has inked a lease agreement for a new location in Wesley Chapel, Florids, just morth of Tampa in south Pasco County. The boxing-inspired, clircult-style workout studio will open at The Shops at Wiregrass, a high-profile lifestyle center with top-tier boutiques, national retail brands and name-brand department stores.

Amanda Greenleaf is spearheading the new studio's operations. Before tapping into her entrepreneurial spirit, Greenleaf held a career in personal finance. With her experienc passion for fitness, Greenleaf is well prepared to introduce Jabz to Wesley Chapel and surrounding area.

"I have always believed in the importance of living a healthy lifeatyle, and I'm eager to inspire others to do the same," said Greenlesf, whose location will also be the first in all of Florida. "Jabr radiates a powerful message of community and stands out from other fitness concepts. South Pasco, get ready to knock your fitness goals out of the ring with Jabz."

Jabz Boxing delivers unparalleled HIIT classes led by nationally certified coaches in a s community-driven environment. With the tagline "Come as you are, leave stronger," Jabz in individuals from all backgrounds and at all fitness levels to get in the ring.

The signed lease in Wesley Chapel marks Jabr Boxing's first location in Florida. With locations open in Arizona, New Jarsey, Pennsylvania and Utah, and several franchise agreements in the development pipeline, Jabe Boxing is poised for continued expansion into new markets across the United States. Ideal candidates are passionate about fitness and entrepreneurably while sharing five core values of Jabr Boxing; inclusivity, imnovation, community, confidence and strength.

THE FRANCHISING Process

BUILT ON A SIMPLE STRATEGY

We determine the things that could keep an owner from being successful and remove these barriers. Jabz Boxing will provide you with a strong brand image, efficient and well tested operating systems and ongoing support from experienced team members. All of this is designed to provide you with the tools you need to build and run your business.

Initial Call
Brand Webinar
Leadership Call
Financial Planning
Discovery Day
Contract Finalization





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