



TITLE Boxing Club

Welcome

Today's Agenda

History and Company Leadership



Industry Overview



Business Model Characteristics



TITLE Boxing Club Story

- Founded in 2008 by Danny Campbell
- Strategic Partnership with TITLE Boxing
- Started Franchising in 2009



Enter John Rotche

John Rotche

Managing Director and Chief Executive Officer

A visionary and franchising veteran, Rotche serves on the board of the International Franchise Association (IFA) and was honored with the IFA Entrepreneur of the Year Award in 2011.

He has 25+ years of franchising experience, beginning at Domino's, where he climbed the ranks to hold several executive-level positions, and Krispy Kreme, where he helped lead expansion and took the company public.

His entrepreneurial winning streak began with his first franchise company, DUCTZ, which he grew to 250+ units, and HOODZ, which grew to the largest in its space with 200+ units in just 2 years.

Rotche serves as CEO and Partner of TITLE Boxing Club, recognized in 2015 as Inc.'s Fastest Growing Franchisor. He launched Franworth, his newest business, in 2016.



Club Layout



2,800 sq. feet

Desk

30-35
Bags

Dedicated
Training Area

Retail

 **TITLE BOXING CLUB**



High Price Point
+ Low Fixed Cost

High Margin &
Quick Break-Even

Company Leadership

125+ Years of Franchise Experience



David Barr, Partner
IFA Board Member
Future Chairman of the IFA - 2019



Drew Brees, Partner
Multi-Unit Franchisee NFL
Super Bowl MVP - 2009



John Rotche, CEO
IFA Board Member
Entrepreneur of the Year - 2011



Shelly Sun, Partner
Current IFA Chairperson
Entrepreneur of the Year - 2009



Doc Cohen, Partner
2010 IFA Hall of Fame Award Winner
Former Chairman of the IFA



Susan Boresow, President
Chairperson of the IFA's Consumer
Marketing Conference
IFA Convention Speaker



INDUSTRY OVERVIEW

Fitness Industry Today

\$32 Billion Industry in the U.S.

79% Of the population over 18 either exercise regularly or would like to

61% Of regular exercisers are currently doing gym-type activities

69% Of exercisers who aren't doing gym-type activities would consider it

MarketWatch

Boutique fitness studios are leading growth in the health club industry

BOXING

P O P S U G A R .

"2016 Was the Year Boxing Became the New Indoor Cycling"



TITLE BOXING CLUB

The Ultimate One-Two Punch

- Boxing has dethroned the ever-popular cycle and barre studios
- Celebrities and athletes drawn to the empowering, fierce workout
- Our franchise locations across America help men and women fight back against the anxiety, stress and weight in their life.



TITLE'S Competitive Advantage

THE HEAVY BAG

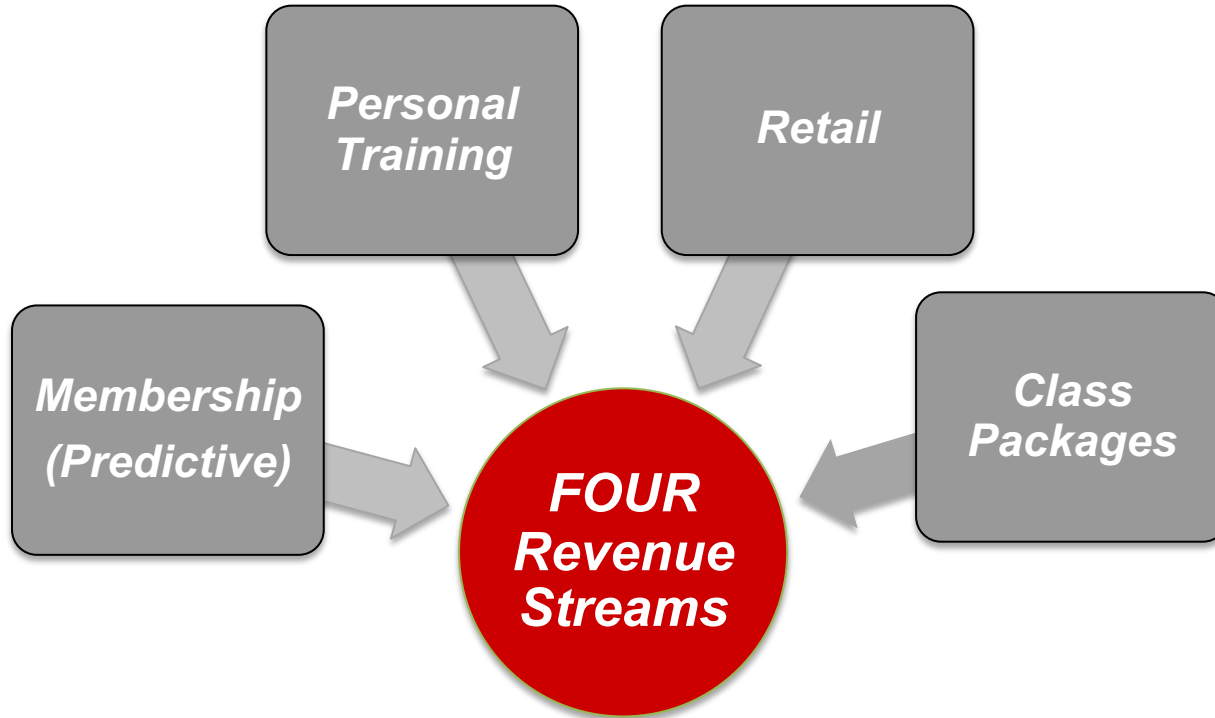
- Group Based Fitness Classes
- Motivation & Accountability
- Focus on the way a boxer trains to stay in shape – Get Fit Not Hit!
- Premium results delivered in an efficient and effective workout
- Premium product/premium pricing strategy
- Variety in duration of classes





HOW DO I MAKE
MONEY WITH
TITLE BOXING CLUB?

Business Model



Business Features

High revenue per member

Membership model leads to predictable, **recurring revenue**

Minimal Employees Required

Few variable costs

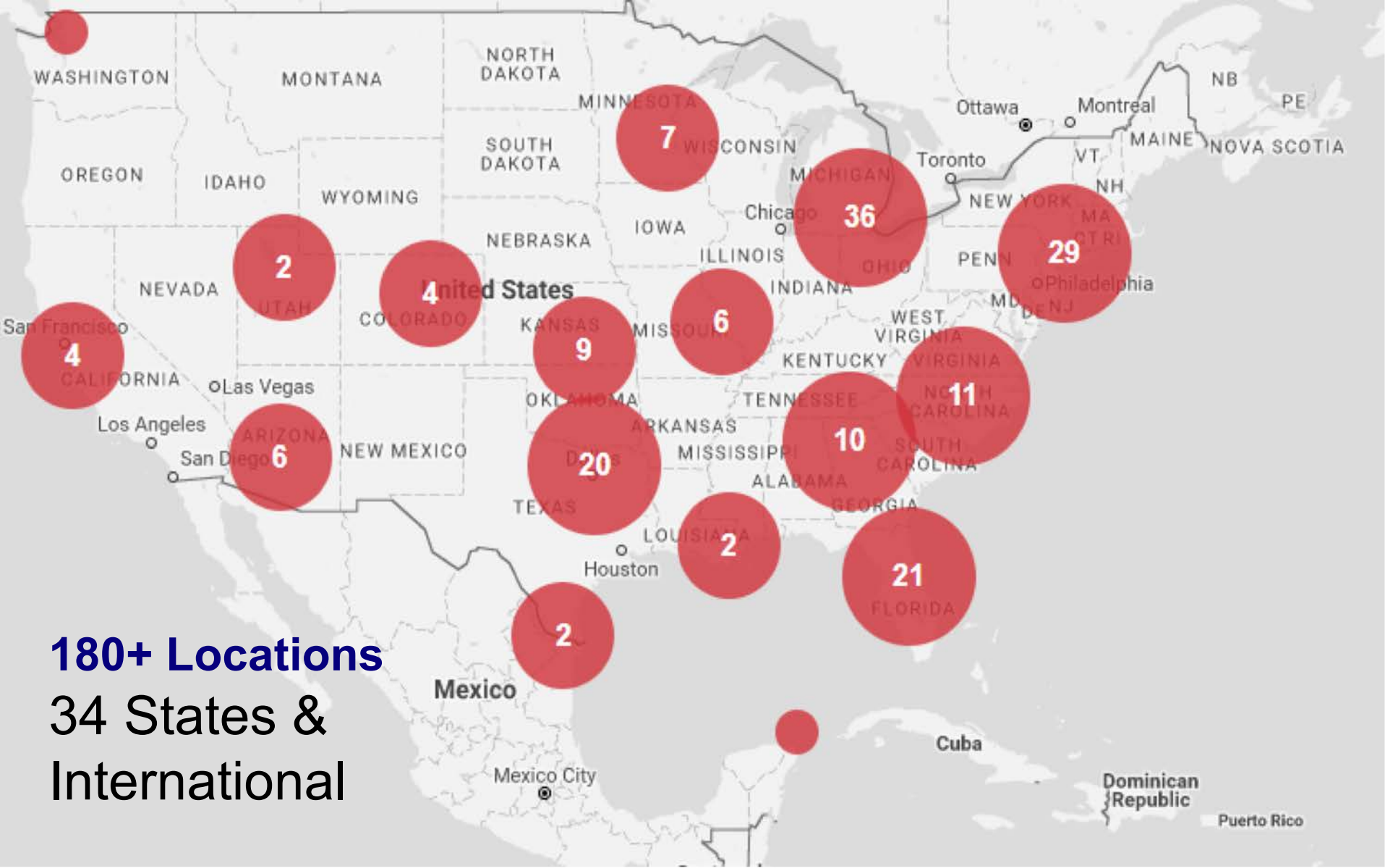
No variable labor

Low fixed cost



The background of the image is a blurred photograph of a boxing gym. Several heavy bags are visible, each featuring the 'TITLE BOXING CLUB' logo. The logo consists of a large, white, stylized letter 'T' with a downward-pointing triangle at its base. To the right of the 'T' is a rectangular box containing the word 'TITLE' in a bold, sans-serif font, and below it, the words 'BOXING CLUB' in a smaller font. The text 'TITLE BOXING CLUB TODAY' is overlaid on the left side of the image in a bold, blue, sans-serif font.

**TITLE BOXING
CLUB TODAY**



180+ Locations
34 States &
International

What We Look For In A Franchisee

- Strong management & leadership skills
- Full Time or Semi-Absentee
- Ability to manage, motivate, communicate and delegate to lead your team of people
- Good business acumen & financial acumen
- Good at building positive culture and community oriented
- Enjoy helping people and changing lives
- \$125,000 Liquid

Successful Semi-Absentee Ownership

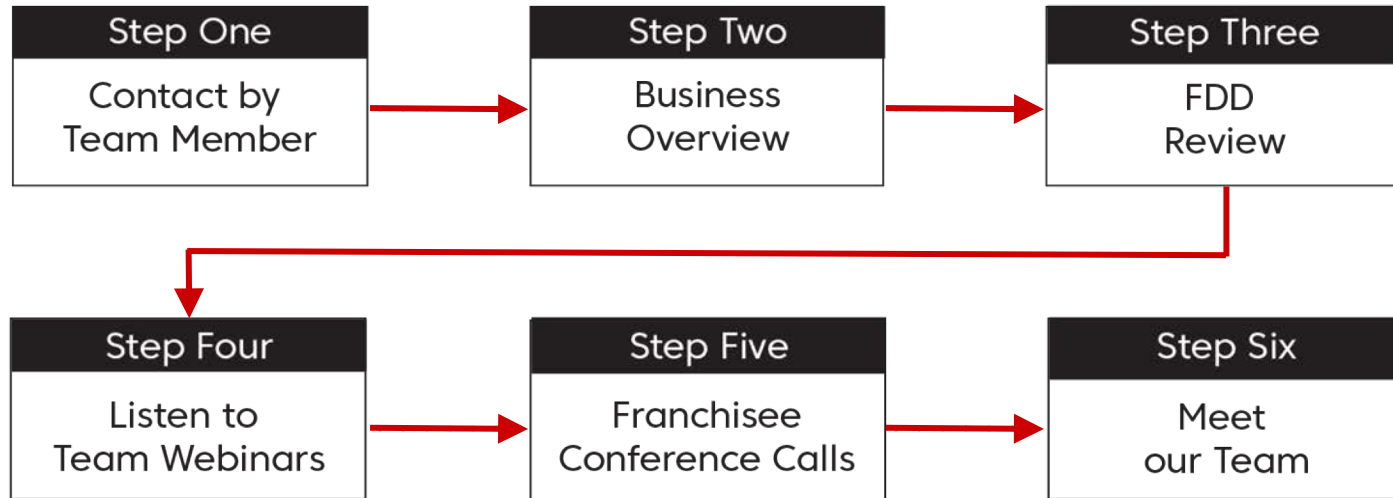
- Hire manager to run day-to-day operations
- Franchisee runs the business side of the business
- Manage & lead team
- Be a pillar in the community
- Work with us to grow the business and brand
- Passionate about changing people's lives



QUESTIONS

NEXT

Becoming A Franchise Owner



Next Steps

1. FDD Review & Unit Economics Discussion
2. View Support Webinars
3. Discovery Day
4. Get Approved
5. Set Closing Date



Thank You