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# Xponential Fitness Sets Sights on International Expansion

## Powerhouse Holding Company Launches International Growth Strategy with Announcement of CycleBar Master Franchise Agreement in the United Kingdom

COSTA MESA, Calif., March 6, 2018 /PRNewswire/ -- After announcing their vision to dominate the boutique fitness franchise industry in the United States, [Xponential Fitness](#) unveils plans to significantly grow their portfolio of brands internationally, through a master franchise strategy. The global expansion kicks off with the announcement of a master franchise agreement with entrepreneur Oliver Chipp, who expects to open at least 30 CycleBar studios in United Kingdom over the next five years. The first U.K. CycleBar is set to debut in London by June 2018.



Xponential Fitness' global growth is led by a veteran team with proven experience expanding U.S.-based fitness brands internationally, including CEO Anthony Geisler who built LA Boxing into the largest boxing, kickboxing and mixed martial arts fitness concepts in the country before selling it in one of the biggest deals the industry had ever seen. John Kersh has also joined the team as Chief International Development Officer. Kersh was instrumental in growing Anytime Fitness into the largest fitness franchise in the world. The team is now looking to replicate these successful strategies at Xponential Fitness by offering entrepreneurs from across the globe the opportunity to build a portfolio of category-leading U.S. boutique fitness concepts, including CycleBar, Club Pilates, StretchLab, Row House and future brands in all parts of the world.

"What we're creating at Xponential Fitness hasn't been done before and there's enormous consumer interest in boutique fitness across the globe that we intend to capitalize on," said Kersh. "We couldn't be more excited to have Oliver launch our international expansion by bringing the CycleBar brand to the United Kingdom through a master franchise agreement. We expect the U.K. to be the first of many successful international markets for Xponential Fitness."

Backed by partner [TPG Growth](#), the middle market and growth equity platform of alternative asset firm TPG, Xponential Fitness not only has the leadership team, but also the financial capabilities to assist international master franchisees in their quest to develop Xponential Fitness brands overseas.

Xponential Fitness is currently seeking entrepreneurs who not only possess adequate

capital to build out multiple locations, but just as importantly understand the vision and potential growth of the brand. Master franchisees have a wide range of options with Xponential Fitness and can choose to sign on to develop one or multiple brands under the Xponential Fitness portfolio. The company is specifically looking to develop its brands in Europe, Asia, Australia, Africa and Latin America, but is open to additional countries, depending on the market demand and partner.

"With our experienced corporate team helping master franchisees replicate our proven U.S. systems abroad, we offer international entrepreneurs the chance to successfully develop some of America's hottest boutique fitness concepts all over the globe," added Geisler.

Established to bring the best of boutique fitness brands together under one umbrella, Xponential Fitness is the first step in Geisler's long-term plan to house the best brands in every vertical of the boutique fitness industry and cement continued growth both domestically and internationally for each concept. Currently, Xponential Fitness' portfolio of brands includes [Club Pilates](#), the nation's largest and fastest growing Pilates franchise, [CycleBar](#), the first and only premier indoor cycling franchise, L.A.-based [StretchLab](#), a concept offering one-on-one personalized stretching services and [Row House](#), a boutique indoor rowing concept.

#### **About Xponential Fitness:**

Founded in 2017, Xponential Fitness is the curator of the leading brands across every vertical in the boutique fitness industry – including Pilates, cycling, assisted-stretching and rowing. Currently, Xponential Fitness' portfolio of brands includes Club Pilates, the nation's largest and fastest growing Pilates franchise, CycleBar, the first and only premier indoor cycling franchise, L.A.-based StretchLab, a concept offering assisted stretching services and most recently, Row House, a powerful & effective low-impact cardio rowing concept, focused on comradery and performance.

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