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Four Xponential Fitness Brands Land on Entrepreneur's 2022 Franchise 500®

Club Pilates, Pure Barre and CycleBar Return to the Prestigious List, StretchLab Debuts at 498

IRVINE, Calif.--(BUSINESS WIRE)-- [Xponential Fitness, Inc.](#) (NYSE: XPOF) ("Xponential" or "the Company"), a curator of leading boutique fitness brands, has announced that four of its brands have been ranked on *Entrepreneur* magazine's coveted 2022 Franchise 500® list following another year of impressive unit growth, financial strength and stability as well as brand power. [Club Pilates](#), [Pure Barre](#) and [CycleBar](#) all reappear on the list this year at numbers 165, 222, and 496 respectively, while sister brand [StretchLab](#) made its debut at 498 rounding out the top 500. In addition to the overall ranking, Club Pilates, StretchLab and Pure Barre lead their respective modalities - Pilates, barre and assisted stretching - as No. 1 in their category.

"It's an honor to have four of our exceptional brands ranked on Entrepreneur's 2022 Franchise 500®, exemplifying the strength and resilience of our franchise partners and the premium fitness and wellness offerings their studios provide to members," said Sarah Luna, President of Xponential Fitness. "The strong presence of our brands on this list again shows that boutique fitness is here to stay and we are confident Xponential will continue to be the industry leader."

In *Entrepreneur's* continuing effort to best understand and evaluate the ever-changing franchise marketplace in light of the pandemic i.e. mergers and acquisitions, closures, and non-traditional growth channels, the company's 43-year-old ranking formula continues to evolve. Each franchise is researched and assessed based on several factors including costs and fees, size and growth, support, brand strength, and financial strength and stability. A franchise is then given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

As the fitness industry rebounded in 2021 following the pandemic, Xponential's brands – which also include [YogaSix](#), [Row House](#), [AKT](#), [STRIDE](#), [Rumble](#) and [BFT](#) – continue to lead the boutique fitness industry with over 2,000 studios open globally.

To view Club Pilates, Pure Barre, CycleBar and StretchLab in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2022 issue of *Entrepreneur*, available on newsstands January 11th. For more information about all Xponential Fitness brands, visit www.xponential.com.

ABOUT XPONENTIAL FITNESS, INC.

Founded in 2017 and headquartered in Irvine, California, Xponential Fitness, Inc. (NYSE: XPOF) is a curator of leading boutique fitness brands across multiple verticals. Through its

mission to make boutique fitness accessible to everyone, the Company has built and curated a diversified platform of ten boutique fitness brands spanning across verticals including Pilates, indoor cycling, barre, stretching, rowing, dancing, boxing, running, functional training and yoga. In partnership with its franchisees, Xponential Fitness offers energetic, accessible, and personalized workout experiences led by highly-qualified instructors in studio locations across 48 U.S. states and through master franchise agreements or international expansion in 11 additional countries. Xponential Fitness' portfolio of brands includes Club Pilates, the nation's largest Pilates brand; CycleBar, the nation's largest indoor cycling brand; StretchLab, a concept offering one-on-one and group stretching services; Row House, a high-energy, low-impact indoor rowing workout; AKT, a dance-based cardio workout combining toning, interval and circuit training; YogaSix, the largest franchised yoga brand; Pure Barre, a total body workout that uses the ballet barre to perform small isometric movements; STRIDE, a treadmill-based cardio and strength training concept; Rumble, a boxing-inspired full-body workout; and BFT, a functional training and strength-based program. For more information, please visit the Company's website at www.xponential.com.

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