

September 5, 2023



Xponential Fitness to Host Inaugural Analyst and Investor Day on September 6th

Company will also ring today's closing bell at the NYSE

IRVINE, Calif.--(BUSINESS WIRE)-- Xponential Fitness, Inc. (NYSE: XPOF) (the "Company" or "Xponential Fitness"), the largest global franchisor of boutique fitness brands, will be hosting a meeting for analysts and investors at the New York Stock Exchange ("NYSE") on Wednesday, September 6, 2023, and will ring the closing bell at the NYSE this afternoon. The Analyst and Investor Day will be streamed live and can be accessed on Xponential's Investor Relations website at <https://investor.xponential.com/>.

"We look forward to speaking with the investment community tomorrow and providing a detailed look at our company as well as key recent business updates and future growth targets," said Anthony Geisler, CEO of Xponential Fitness, Inc. "We are confident that the data-driven, comprehensive review of where we have been, and where we are going, will be helpful for both existing and new investors."

Analyst and Investor Day Event Details

Xponential Fitness will host an Analyst and Investor Day on Wednesday, September 6, 2023 at the New York Stock Exchange. Presentations by members of the Xponential management team, including Anthony Geisler, CEO, John Meloun, CFO, Sarah Luna, President, and Ryan Junk, COO, will begin at 9:00 a.m. ET.

A live stream of the Analyst and Investor Day will be available through the Investor Relations section of Xponential's website at <https://investor.xponential.com/> beginning at 9:00 a.m. ET. To listen to a live webcast, please visit the site at least 15 minutes prior to the start time to register, download and install any necessary software. For those unable to join for the live presentations, a replay will be available through the Investor Relations section of the Company's website following the event.

About Xponential Fitness, Inc.

Xponential Fitness, Inc. (NYSE: XPOF) is the largest global franchisor of boutique fitness brands. Through its mission to make boutique fitness accessible to everyone, the Company operates a diversified platform of ten 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 49 U.S. states and Canada, and through master franchise or international expansion agreements in 19 additional countries. Xponential Fitness' portfolio of brands includes Club Pilates, the largest Pilates brand in the United States; CycleBar, the largest indoor cycling

brand in the United States; StretchLab, a concept offering one-on-one and group stretching services; Row House, the largest franchised indoor rowing brand in the United States; AKT, a dance-based cardio workout combining toning, interval and circuit training; YogaSix, the largest franchised yoga brand in the United States; Pure Barre, a total body workout that uses the ballet barre to perform small isometric movements, and the largest Barre brand in the United States; 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 <https://xponential.com>.

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