

November 3, 2023



Xponential Fitness Celebrates International Milestones

Appoints Bob Kaufman as President of International

Announces New International Multi-Brand Deals in Key Growth Markets

IRVINE, Calif.--(BUSINESS WIRE)-- [Xponential Fitness, Inc.](#) (NYSE: XPOF) ("Xponential"), the largest global franchisor of boutique fitness brands, today announced several milestones as part of the Company's international expansion initiatives.

Bob Kaufman has been appointed as President of International to lead Xponential's international expansion plans across all Xponential brands. Currently, the Company has over 350 international locations.

"International expansion is a key strategic driver of Xponential's growth and the value we're creating for shareholders," said Anthony Geisler, CEO of Xponential. "Bob is a true industry veteran with a long-standing history of international franchising success, and we're thrilled to have him lead our already impressive international team. We look forward to leveraging his expertise as we continue to grow our international presence."

Kaufman joins the Company with over 25 years of industry experience, and previously led global franchising efforts at Tower Records, The Coffee Bean & Tea Leaf, and most recently, Mathnasium.

Additionally, Xponential announced several multi-brand deals in new and existing international markets. The Company's existing Master Franchise Partner for Kuwait, Active Franchise Management Company, has signed a new Master Franchise Agreement in Qatar to develop Club Pilates, Rumble, StretchLab and AKT studios. Xponential has also expanded further into Asia and Europe with new multi-unit franchise agreements for Body Fit Training (BFT), its group strength training brand, in Hong Kong, Malaysia, Scotland and Spain. Xponential currently operates in 23 countries globally.

ABOUT XPONENTIAL FITNESS

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 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 21 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>.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20231103178841/en/>

MEDIA

FGS Global

Xponential@fgsglobal.com

INVESTORS

Addo Investor Relations

investor@xponential.com

Source: Xponential Fitness, Inc.