

September 28, 2023



lululemon and Xponential Fitness Confirm Ongoing Retail Partnership

VANCOUVER, British Columbia & IRVINE, Calif.--(BUSINESS WIRE)-- lululemon (NASDAQ: LULU) and Xponential Fitness (NYSE: XPOF) today issued the following statement regarding their ongoing retail partnership:

“Xponential Fitness has been a valued partner since we announced our lululemon Studio collaboration in October 2022, and we look forward to continuing to grow and invest in our joint retail partnership with them,” said Celeste Burgoyne, President, Americas and Global Guest Innovation, lululemon. “While lululemon will strategically move away from providing all partner content on lululemon Studio after October 31, 2023, we very much look forward to continuing partnering with Xponential Fitness and their local studios around the world.”

“We are pleased to continue our successful retail partnership with lululemon, and we look forward to deepening and expanding our collaboration,” said Anthony Geisler, CEO of Xponential Fitness.

About lululemon

lululemon (NASDAQ: LULU) is a technical athletic apparel, footwear and accessories company for yoga, running, training, and most other activities, creating transformational products and experiences that build meaningful connections, unlocking greater possibility and wellbeing for all. Setting the bar in innovation of fabrics and functional designs, lululemon works with yogis and athletes in local communities around the world for continuous research and product feedback. For more information, visit lululemon.com.

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 xponential.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20230928932146/en/>

Xponential Fitness

Media

FGS Global

Xponential@fgsglobal.com

(212) 687-8080

Investor Relations

ADDO

investor@xponential.com

(310) 829-5440

Source: Xponential Fitness, Inc.