



POWERING FITNESS FORWARD

WE DON'T JUST POWER FITNESS BUSINESSES. WE POWER THE PEOPLE BEHIND THEM.

*Behind every great gym.
Every great coach. Every great member.*

 **The Intelligent Operating System**
for the Global Fitness Industry



45

Years

40M+

Members

120+

Countries

\$14B+

Payments / Year

*To live in a world where everyone can be their **best self**.*

WHO WE ARE

Where we've been. Where we're going.

1981

Founded

Built to solve fragmented gym ops

2018

Integrated Payments

Payments + Software convergence

2023

Portfolio Expanded

Ignite · Glofox · Trainerize · EVO

2026

AI Operating Layer

Agents, intelligence & automation

2028

Intelligent OS for Fitness

The platform agents run on

Mission-critical Infrastructure

Billing, payments & collections. \$14B processed annually across 40K+ operators.

AI agents & Intelligence

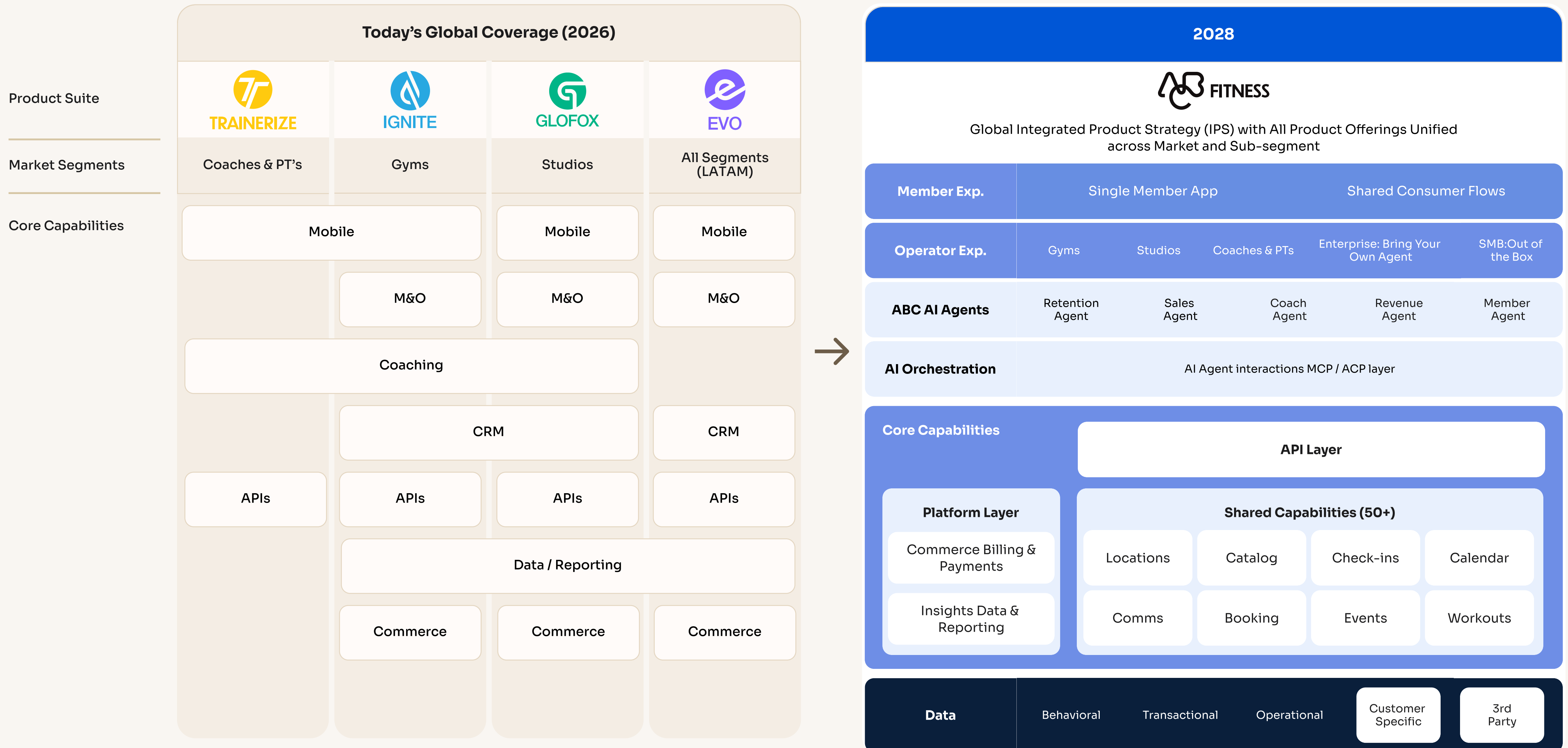
Sales, retention, front desk & coaching agents built into the platform.

Open platform Ecosystem

400+ integration partners. API-first architecture powering the full member lifecycle.

OUR PLATFORMS

From four products to one intelligent operating system.



WHY ABC FITNESS

Where Technology meets the business of fitness.

The fitness industry is evolving faster than ever — and the businesses that win will be the ones with the right technology, the right partners, and the right infrastructure behind them. That is what ABC Fitness builds.

1

AI-Driven Coaching

We build technology that empowers coaches — not replaces them. Our platforms deliver AI agents for sales, retention, front desk, and coaching that reduce cognitive load and amplify human expertise. Practical intelligence, not hype.

2

The Boutique Fitness Opportunity

Glofox powers thousands of boutique studios — Pilates, yoga, functional fitness, and more. We understand this segment deeply, build specifically for it, and have the scale to prove it.

3

Wellness Beyond the Gym Floor

As fitness expands into longevity, recovery, and holistic wellness, our platforms expand with it. We give operators the tools to deliver high-retention member experiences — at any scale, across any segment.

4

The Business of Fitness

From independent coaches to 40,000+ enterprise operators, we are the operational backbone of the fitness industry. \$14 billion processed annually. 45 million members served. That is not a feature — that is infrastructure.

5

Disciplined Innovation

We move the industry forward without creating instability. We innovate boldly internally and deliver responsibly externally. That is not a differentiator — it is a requirement.



abcfitness.com