



In Partnership with



Who is Viva Leisure?

Viva Leisure is Australia's second-largest fitness network and the only listed health club business on the ASX, operating 480+ locations across Australia, New Zealand, and India with 600,000+ members. Since listing in 2019 with 29 locations, the company has transformed from a traditional gym operator into a vertically integrated fitness technology platform.

Vision: Through innovation, inclusivity, and a commitment to excellence, Viva Leisure continues to break down barriers and bring the benefits of fitness to more communities, both locally and globally.

Mission: Our mission is to make health and fitness accessible to as many people as possible. We achieve this by offering affordable, high-quality facilities that are designed to inspire and cater to a wide range of fitness preferences.



CLUB
LIME
24/7 GYM

PLUS
FITNESS

THE PLUS SIDE



hiit republic

GROUNDUP
REFORMER - PILATES - YOGA - BARRE

rebalance

CLUB  PILATES®

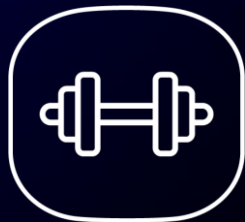

CYCLE LAB



Shaping the future of fitness



200
CORPORATE
OWNED
LOCATIONS



10M
GYM VISITS
PER MONTH

Sundance Fitness Media is a digital OOH media company purely focused on fitness and health and is under appointment by Viva Leisure, the largest corporate owned health club group in Australia, represented in all health club markets.

Connect your brand with a rapidly growing audience of active Australians in a captive, positive and highly engaging environment.

Sundance
Fitness Media



The rise of fitness as a lifestyle

77%

According to Statista, 77% of Australians believe that fitness is a central part of their daily lives, with a growing trend towards prioritising health and wellness.

3x

Club Lime's 2024 Nielsen survey showed members visited the gym on average 3 x per week

65%

of Australians aged 18-34 visit a gym at least once per week for 30-90 minutes, according to AusActive



The fitness industry continues to surge in Australia, with over \$3B spent on gym memberships in 2024



Audience Profiling

A **Growing** Audience of **Engaged**, Target **Consumers** for Your **Brand**



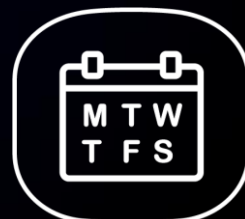
54%
MALE



46%
FEMALE



12
AVERAGE NO.
OF MONTHLY
VISITS



3
AVERAGE NO.
OF WEEKLY
VISITS



50%
MEMBERS
INDICATED THEY
WERE FINANCIALLY
COMFORTABLE

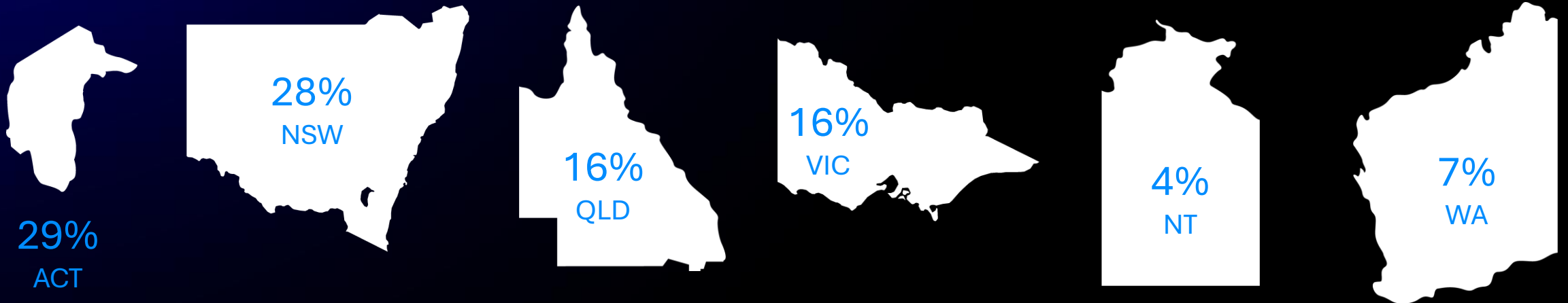
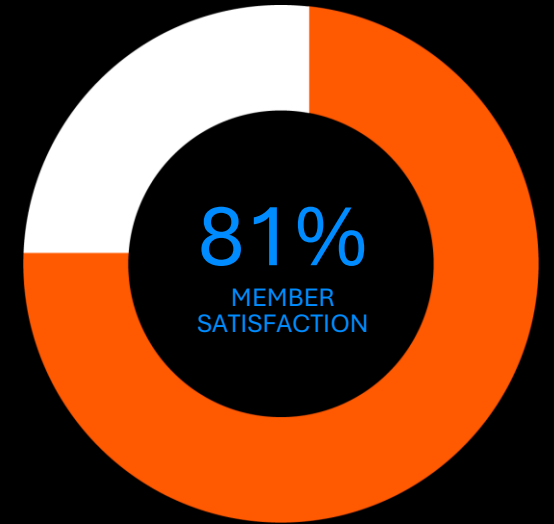


49%
MEMBERS
OWN A HOME

A random selection of members (10,000) were invited to participate in the feedback survey. A total of n=1000 Club Lime members completed the 2024-member survey, at a response rate of 10%.

Audience Reach

Scope and Scale of Satisfied Members Across Australia



Percentage (%) of Total Members in Each State/Territory

A random selection of members (10,000) were invited to participate in the feedback survey. A total of n=1000 Club Lime members completed the 2024-member survey, at a response rate of 10%.

Member Mindset

The best time to communicate with consumers is when they're feeling positive and focused on their own needs and desires, enjoying a bit of 'me time'.

The place that successful and aspirational people go to spend 'me time' is the gym/health facility.

- ✓ **94%** say they have a positive mind-set when in the gym
- ✓ **87%** notice ads in the gym
- ✓ **33%** are more likely to buy products they've seen advertised at the gym
- ✓ **82%** visit a supermarket directly before or after a workout



Brand Engagement

With our fit and aspirational audience....

Platforms to reach 450,000 members and growing

- ✓ Preferred supplier partnerships
- ✓ Digital screens and in club advertising
- ✓ Decals, sampling and in club activation
- ✓ Club Lime app banner access
- ✓ Targeted Personal Trainer activation



Media Assets

Digital Screen Access

- ✓ Animated premium portrait and landscape digital screens provide high frequency
- ✓ Screens located in high footfall & dwell areas in clubs
- ✓ 600 digital screens in 180 locations
- ✓ 7 second creative played in a loop every 90 seconds, 24/7
- ✓ Rate: \$200 p/screen p/week



Media Assets

Decals, Samplings and Activations

- ✓ Decals placed in high visibility areas, mirrors, change rooms
- ✓ Direct decal marketing to support screen branding content
- ✓ Branded sampling tubs in high foot traffic areas
- ✓ In-club activations with brand ambassadors
- ✓ Rates based on duration, quantity and locations



Media Assets

Personal Trainer Network

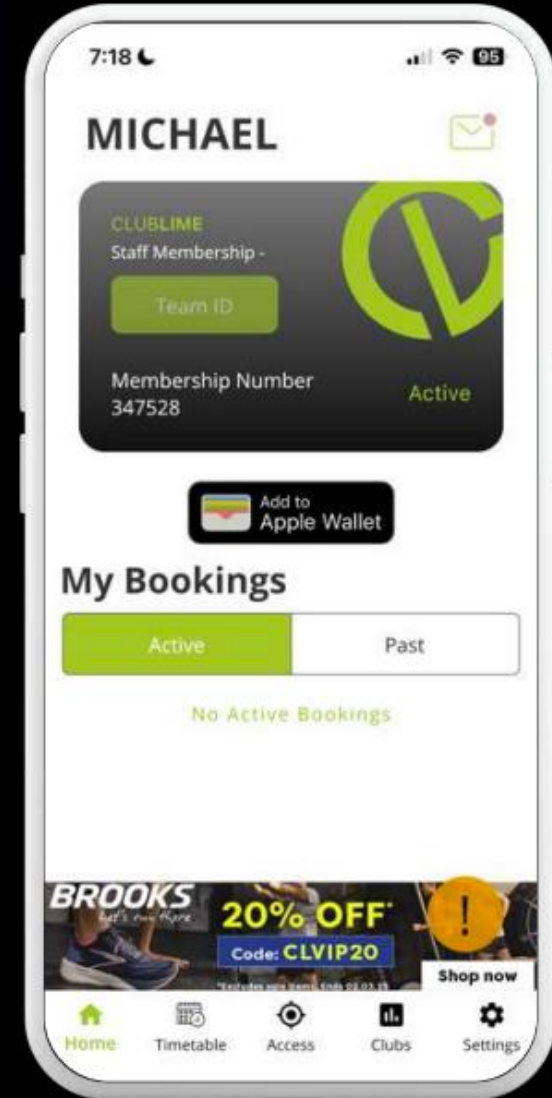
- ✓ National footprint of 600 Personal Trainers & Exercise Physiologists across multiple brands
- ✓ Direct communication opportunities available
- ✓ Personal Trainer activations available
- ✓ Expert content options via Exercise Physiologist network
- ✓ Rates available upon request



Media Assets

Digital

- ✓ Club Lime app is used by over 200,000 members
- ✓ Used for booking class spots where required
- ✓ Banner advertising available upon request
- ✓ Club Lime app usage will rise as more features are added



Testimonials



“At Thinkerbell we use the media network available with Club Lime through Sundance Fitness Media because it's the best way for us to reach a valuable, captive and motivated audience. We measure the results of our advertising with Club Lime, and recent campaigns have been awarded globally for their effectiveness. A national footprint, growing membership base and the high-attention ad-placements really deliver for us. Simply put, we get exceptional ROI from our advertising through Club Lime.”

Hadley Allchurch, Head Media Thinker - *Thinkerbell*



“At Musashi, the no1 sports nutrition brand in Australia, we’re committed to fueling those who live and breathe athletic performance — which is why Club Lime and Viva Leisure is such a natural partner. Their fast-growing, health-focused community perfectly aligns with our mission to support all athletes across Australia. With Club Lime’s dynamic platform and strong member base, we see a powerful opportunity to elevate our brand visibility, deepen consumer engagement, and drive meaningful sales growth.”

Alex Boden, General Manager - Sales & Marketing AU - *Vitaco*



In Partnership with



When would YOU like to **start...?**

Contact: **andrew@sundancecompany.com.au**