planet fitness®

INVESTOR PRESENTATION

AUGUST 2025

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PRESENTATION OF FINANCIAL MEASURES & FORWARD-LOOKING STATEMENTS

The financial information presented in this presentation includes non-GAAP financial measures such as Adjusted EBITDA, Segment Adjusted EBITDA and Adjusted net income per share, diluted to provide measures that we believe are useful to investors in evaluating the Company's performance. These non-GAAP financial measures are supplemental measures of the Company's performance that are neither required by, nor presented in accordance with GAAP. These financial measures should not be considered in isolation or as substitutes for GAAP financial measures such as net income or any other performance measures derived in accordance with GAAP. In addition, in the future, the Company may incur expenses or charges such as those added back to calculate these non-GAAP measures. The Company's presentation of these non-GAAP measures should not be construed as an inference that the Company's future results will be unaffected by similar amounts or other unusual or nonrecurring items. Same club sales refers to year-over-year sales comparisons for the same club sales base of both corporate-owned and franchisee-owned clubs, which is calculated for a given period by including only sales from clubs that had sales in the comparable months of both years. We define the same club sales base to include those clubs that have been open and for which monthly membership dues have been billed for longer than 12 months. We measure same club sales based solely upon monthly dues billed to members of our corporate-owned and franchisee-owned clubs. The non-GAAP financial measures used in our long-term growth targets will differ from their most directly comparable GAAP measures in ways similar to those in reconciliations the Company has previously provided in its disclosure with the Securities and Exchange Commission (SEC). We do not provide a reconciliation of growth targets for Adjusted EBITDA or Adjusted net income per share, diluted to the most directly comparable GAAP measure because we are not able to predict with reasonable certainty the amount or nature of all items that will be included for the applicable period. Accordingly, a reconciliation of the Company's growth targets for these non-GAAP measures to the most directly comparable GAAP measure cannot be made available without unreasonable effort. These items are uncertain, depend on many factors and could have a material impact on our Adjusted EBITDA and Adjusted net income per share, diluted for the applicable period.

This presentation contains "forward-looking statements" within the meaning of the federal securities laws, which involve risks and uncertainties. Forward-looking statements include the Company's statements with respect to expected future performance presented under the heading "2025 Outlook," the Company's expected membership growth and club growth, share repurchases and the timing thereof, ability to deliver future shareholder value, and other statements, estimates and projections that do not relate solely to historical facts. Forward-looking statements can be identified by words such as "anticipate," "believe," "envision," "estimate," "expect," "intend," "may," "might," "goal," "plan," "prospect," "predict," "project," "target," "potential," "assumption," "will," "would," "could," "should," "continue," "ongoing," "contemplate," "future," "strategy" and similar references to future periods, although not all forward-looking statements include these identifying words. Forward-looking statements are not assurances of future performance. Instead, they are based only on the Company's current beliefs, expectations and assumptions regarding the future of the business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of the Company's control. Actual results and financial condition may differ materially from those indicated in the forward-looking statements. Important factors that could cause our actual results to differ materially include competition in the fitness industry, the Company's and franchisees' ability to attract and retain members, the Company's and franchisees' ability to identify and secure suitable sites for new franchise clubs, changes in consumer demand, changes in equipment costs, the Company's ability to expand into new markets domestically and internationally, operating costs for the Company and franchisees generally, availability and cost of capital for franchisees, acquisition activity, developments and changes in laws and regulations, our substantial increased indebtedness as a result of our refinancing and securitization transactions and our ability to incur additional indebtedness or refinance that indebtedness in the future, our future financial performance and our ability to pay principal and interest on our indebtedness, our corporate structure and tax receivable agreements, failures, interruptions or security breaches of the Company's information systems or technology, general economic conditions and the other factors described in the Company's annual report on Form 10-K for the year ended December 31, 2024 and the Company's quarterly report on Form 10-Q for the quarter ended June, 30, 2025, as well as the Company's other filings with the Securities and Exchange Commission. In light of the significant risks and uncertainties inherent in forward-looking statements, investors should not place undue reliance on forward-looking statements, which reflect the Company's views only as of the date of this press release. Except as required by law, neither the Company nor any of its affiliates or representatives undertake any obligation to provide additional information or to correct or update any information set forth in this release, whether as a result of new information, future developments or otherwise.

PLANET FITNESS AT A GLANCE

ENHANCING PEOPLE'S LIVES BY PROVIDING A HIGH-QUALITY FITNESS EXPERIENCE IN A WELCOMING, NON-INTIMIDATING ENVIRONMENT, WHICH WE CALL THE JUDGEMENT FREE ZONE ®

NYSE: PLNT	**$9.4 Billion[1]**
2015 IPO	Market Cap

Corporate HQ

Hampton, NH

1. As of 7/30/2025

Q2 2025 RESULT

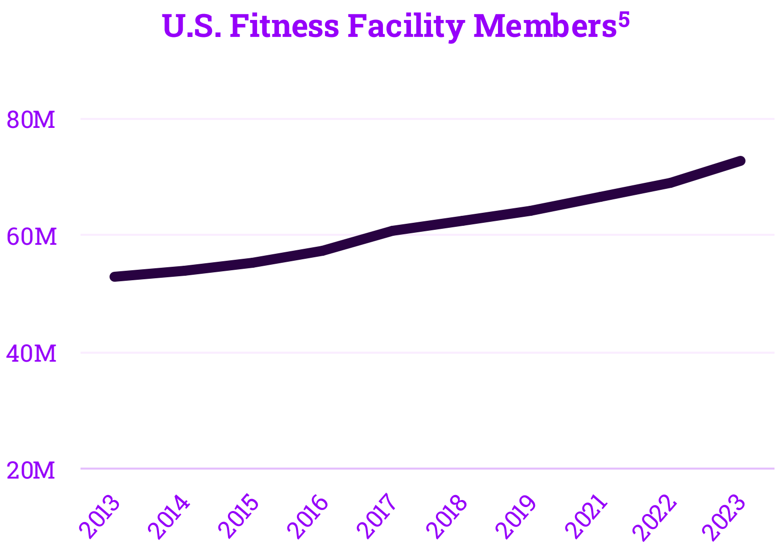
20.8M Members	**2,762** Clubs	**8.2%** Same Club Sales Increase
13.3% Revenue Growth	**15.8%** Adj. EBITDA Growth	**43.3%** Adj. EBITDA Margin

WHY INVEST IN PLANET FITNESS

- **Industry Leader**
  Largest fitness franchise by number of members and locations
- **Growing & Successful Business Model**
  Supporting increased consumer prioritization of health wellness, especially among Gen-Z
- **Historical Financial Performance**
  Strong track record of consistent positive system-wide same club sales growth
- **Disciplined Capital Allocation**
  Prioritizing high-return investments while also remaining asset-light
- **Proven & Experienced Management Team**
  Significant experience in building successful franchise model businesses

FITNESS MARKET OVERVIEW

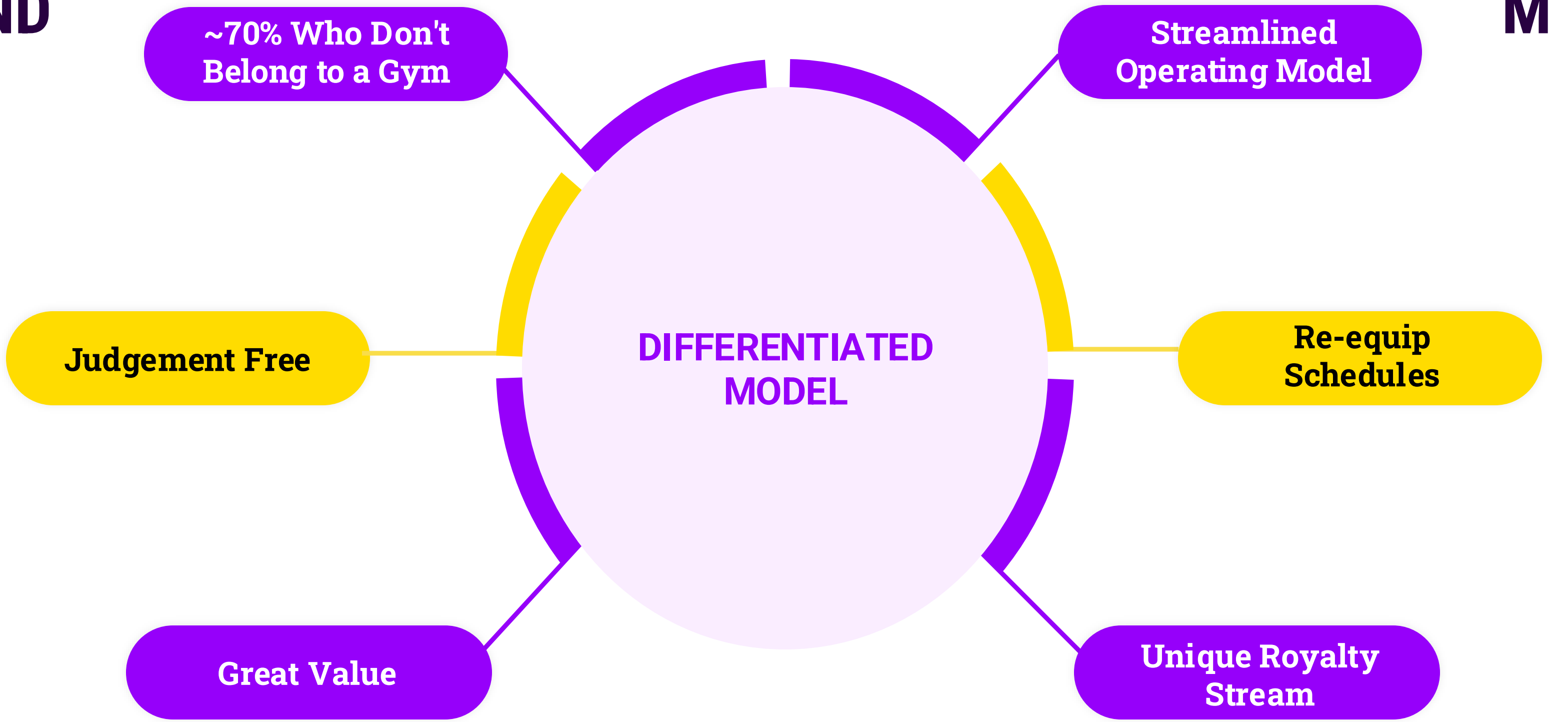
- 83% of the U.S. population and 58% of the global population live in urban areas, which is expected to increase to 89% and 69% by 2050, respectively.[1]
- Between 2010 and 2019, the average apartment size in the U.S. shrank by 90 square feet[2], leaving less room for at-home fitness equipment
- Strength training with free weights catapulted to the #2 fitness trend globally in 2023, while the at-home exercise trend fell out of the top 10[3]
- The share of Americans that regularly engage in strength training grew by 10 percentage points from 1998 to 2018 but remains below 30%[4]



1. United Nations Population Division
2. U.S. Census Bureau
3. American College of Sports Medicine
4. Journal of Physical Activity and Health
5. 2024 U.S. Health & Fitness Consumer Report

DISRUPTIVE BRAND

DISCIPLINED FRANCHISE MODEL



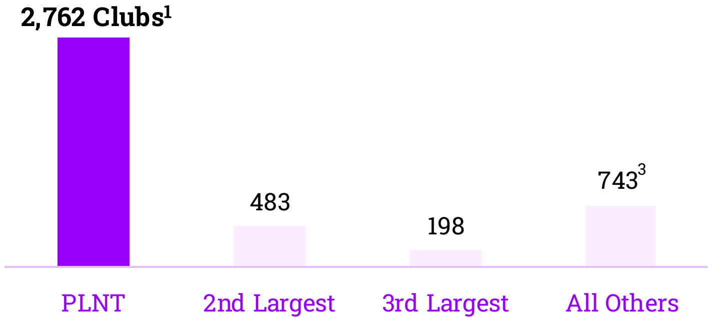
30+ years of consistent growth

Asset-light 90% franchise, 10% corporate-owned model

SIGNIFICANT SIZE & SCALE ADVANTAGE

Clubs & Membership

HVLP Landscape



6.6x the number of members of closest competitor

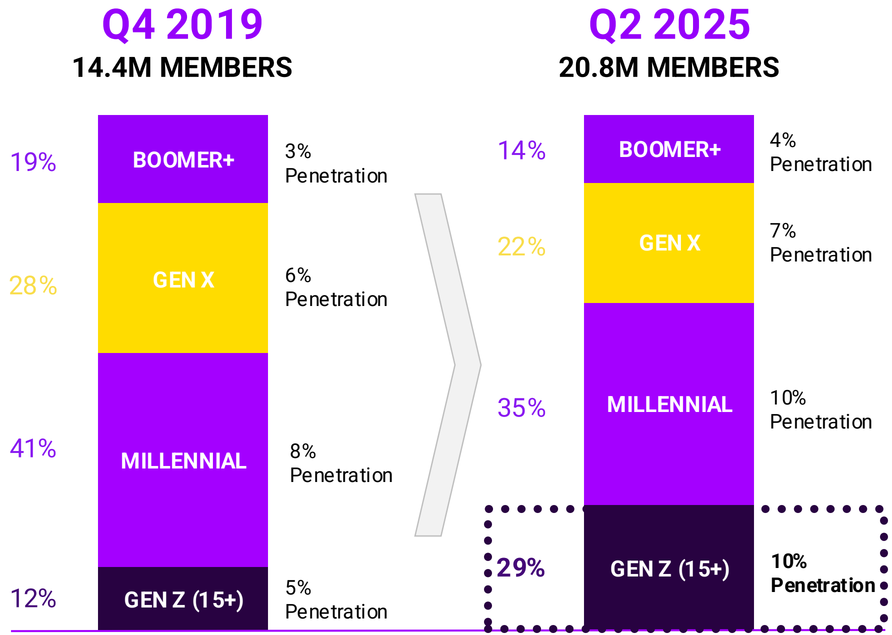
Marketing

- More than **$1B[2] spend on marketing systemwide since 2015 IPO**
- Spent over **$330M** in systemwide marketing 2024
- **#1** in aided/unaided brand awareness[4]

1. As of 6/30/2025
2. As of 12/31/2024
3. Next 16 largest U.S. gym concept peers as tracked by Vivixx and Pathmatic
4. PF Brand Health, Magid Research, Winter 2023

DIFFERENTIATED FITNESS CONCEPT WITH BROAD DEMOGRAPHIC APPEAL

Proven success of increasing penetration of each successive generation



GENERATIONAL MIX

Nearly 50/50 of split of female vs male members[1]

26% of members have incomes under $50K[2]

35% of members have incomes over $100K[2]

46% of members are under age 35[1]

20% of members are over age 55[1]

1. As of year-end 2024 data
2. Civis segmentation data 2023

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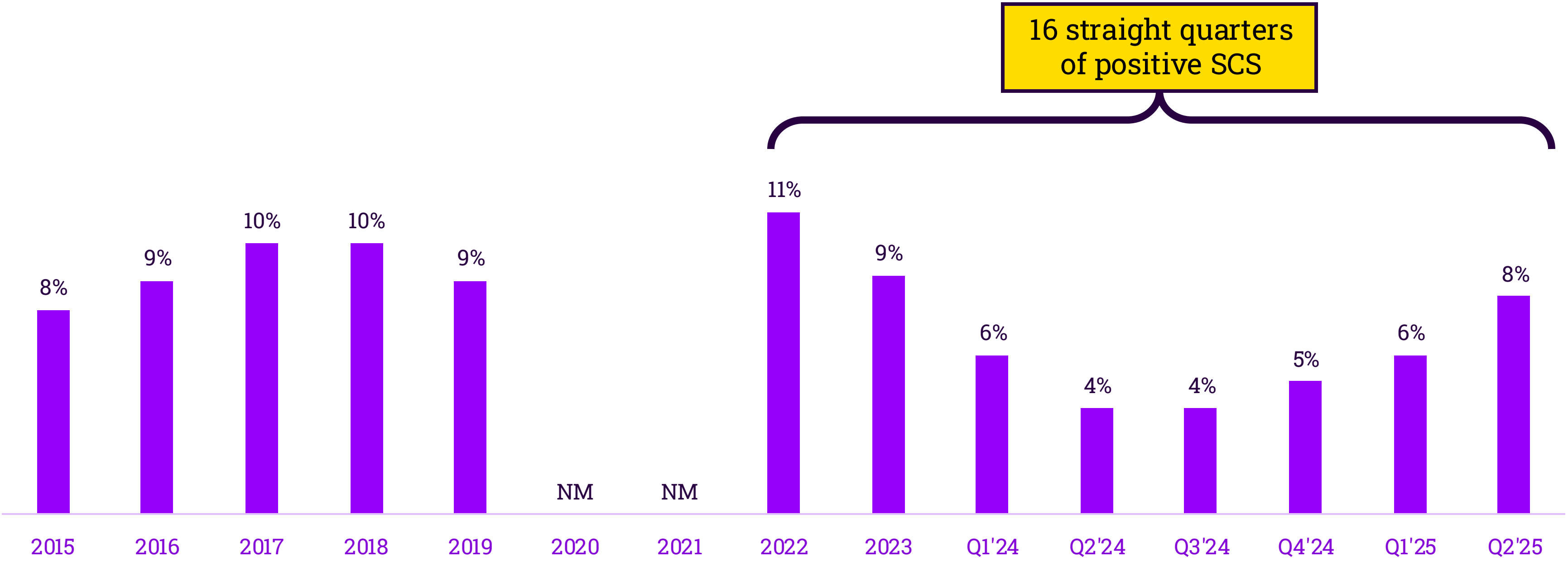
LONG TRACK RECORD OF STRONG SCS GROWTH



SCS during fiscal years 2020 and 2021 were adversely affected by the COVID-19 pandemic, and the Company did not report the results. Includes Q3 and Q4 2021.

STREAMLINED, EASY-TO-OPERATE & PROFITABLE STORE MODEL

Automatic, recurring revenue model → Streamlined operations = consistent customer experience → Minimal required staffing & working capital needs → No perishable inventory → Highlight attractive club level margins

Illustrative Franchise Unit Economics	
Unit build out cost	\$1.5mm - \$5.2mm[1]
Average Unit Volume (Annual)	\$1.9mm[2]
Royalty Adjusted 4-Wall EBITDA Margin	35.1%[2]

Membership increases have **little to no impact** on operating costs[3]

1. Per the Company's Franchise Disclosure Document filed in June 2025. Based on sample set of 63 clubs across a wide range of U.S. geographies in 2024.
2. Based on FY 2024 period for corporate-owned clubs open more than 12 months and excludes the effect of royalties at a rate of 7.0% on gross monthly and annual membership billings.

PROPELLING OUR BRAND FORWARD

OUR STRATEGIC IMPERATIVES

1. Redefining our Brand Strategy
2. Enhancing our Member Experience
3. Refining our Product & Optimizing our Format
4. Accelerating New Club Growth

REDEFINING OUR BRAND STRATEGY

BROADENING OUR AUDIENCE

- Expand target audience to include current, former, non-members, and competitive gym users
- Strengthen positioning as a welcoming club for all fitness levels
- Support and encourage members' progress throughout all stages of their fitness journey

EMPHASIZING "HIGH VALUE"

- Highlight the value of membership beyond just affordability
- Use marketing to showcase the extensive, top-quality equipment for an unmatched fitness experience

STRENGTH EQUIPMENT FOCUS

- Highlight balanced offering of equipment to meet consumers' evolving needs
- Align with the rising popularity of strength training among all gym-goers, particularly Gen Z

HVLp > hvLP

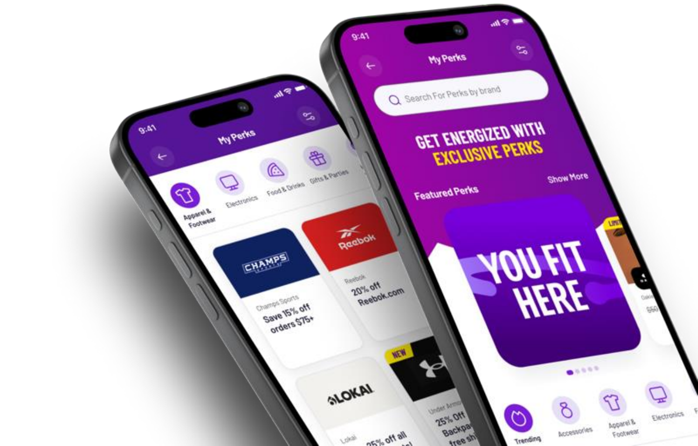
ENHANCING OUR MEMBER EXPERIENCE

The value we offer to our members goes well beyond the walls of a Planet Fitness

- Members can bring the Judgement Free Zone® anywhere with more than 500 digital workouts in the PF app
- Members receive exclusive discounts through our Perks program, with a total of $10M in savings redeemed in 2024

- Standardizing our member feedback system across all clubs to enable faster responses to feedback and continuous improvements to the club experience.

#1 Most Downloaded Fitness App

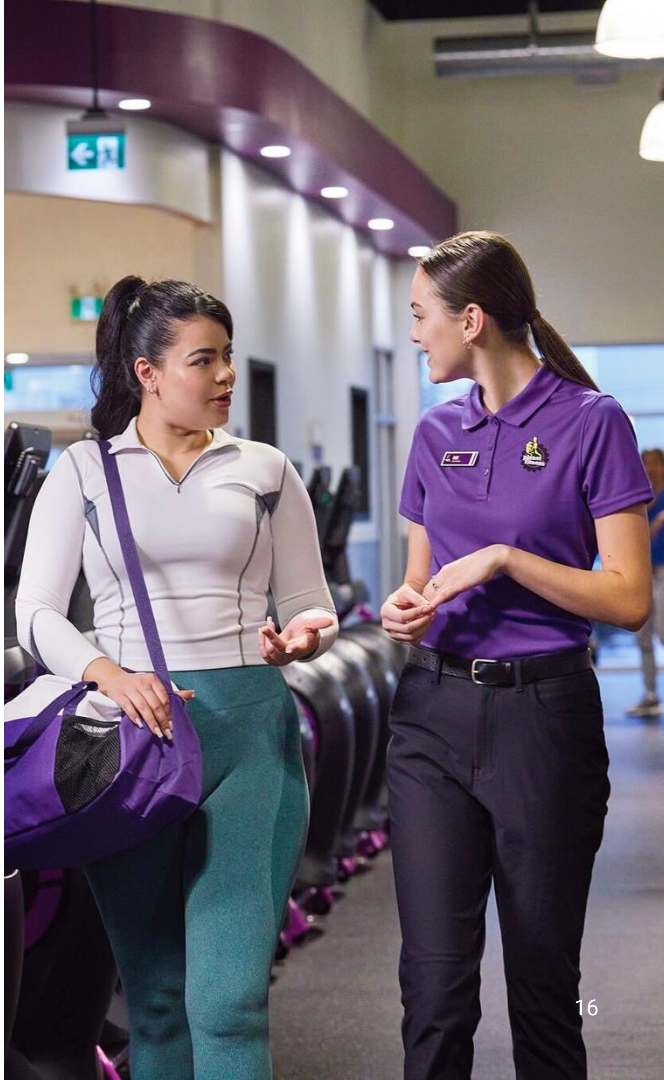


REFINING OUR PRODUCT & OPTIMIZING OUR FORMAT

- Moving clubs to a more balanced footprint of cardio and strength equipment
- Nearly 100% of clubs will have additional strength equipment be end of 2025
- Option to remove 30-minute workout area to create space for more functional training

ACCELERATING NEW CLUB GROWTH

- Implemented two key initiatives in 2024 to enhance growth:
    - New Growth Model to help lower the cost of opening and operating a club
    - Increased monthly Classic Card price from $10 to $15
- On a path to accelerate growth to expand to 5,000 locations domestically



NEW GROWTH MODEL

Focused on enhancing Planet Fitness's already strong new club economics and reducing capital requirements for opening and operating a Planet Fitness franchise location.

	New Model	Previous Model
Franchise Agreements	• 12- year Franchise Agreement • $0 Initial Fee[3] • Remodel at Renewal – Year 12 • $20K Renewal Fee	• 10-year Franchise Agreement • $20K Initial Fee • Remodel at Renewal – Year 10 • $20K Renewal Fee
Re-Equips[1]	• Cardio Re-Equip Years 5, 6, 7 • Strength Re-Equip Year 7, 8, 9	• Cardio Re-Equip Year 5 • Strength Re-Equip Year 7
Initial Investment[2]	• Targeted 5-10% Reduction for New Club Investment • Targeted 5-10% Reduction for Remodel	• New Club Capital ~$3M • Remodel ~$1M
Area Development Agreements	• 6-Month Cure Periods	• Limited 12-Month Grace Periods
Join Fee	• Percentage-Based Fee or all Joins (regardless of join channel)	• $5 Web Join Fee on all Digital out of club joins

1. Determined based on club usage. 2. Inclusive of initial franchise fee. 3. For franchise agreements in an Area Development Agreement.

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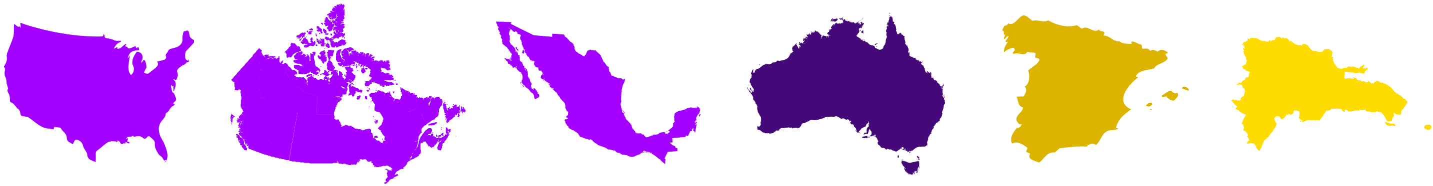
GLOBAL GROWTH

Gaining scale and density in key growth markets

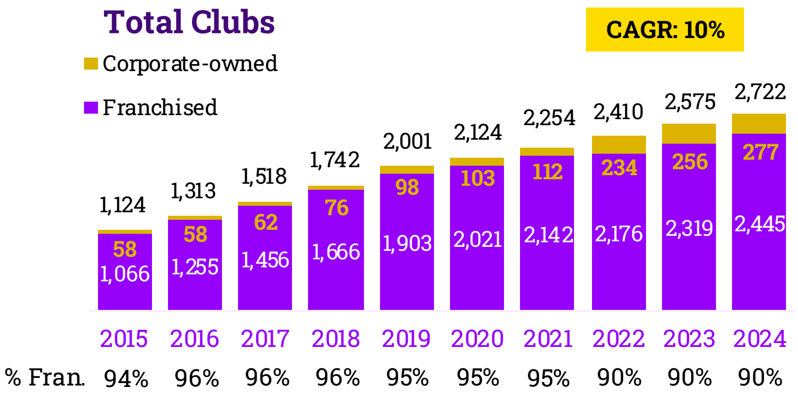


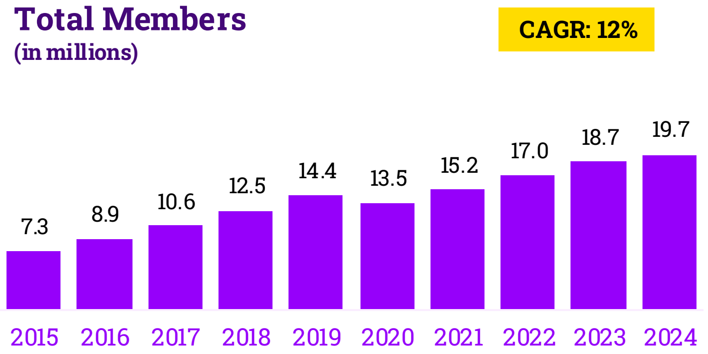
	USA	Canada	Mexico	Australia	Spain	Panama
Club Count[1]	2,603	84	36	24	8	7
% of Pop. with Gym Membership[2]	24%	11%	6%	15%	12%	2%

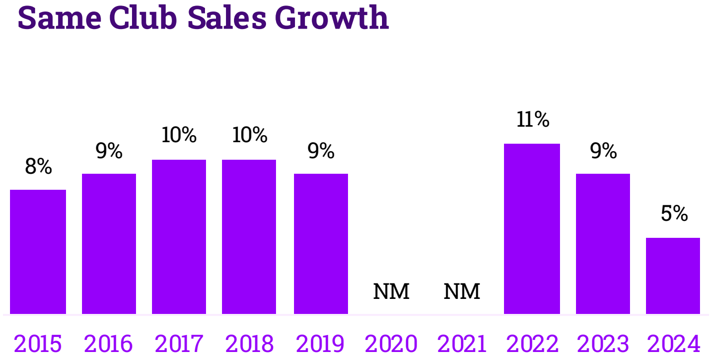
1.PF data as of Q2’25
2. Gym penetration – IHRSA 2023

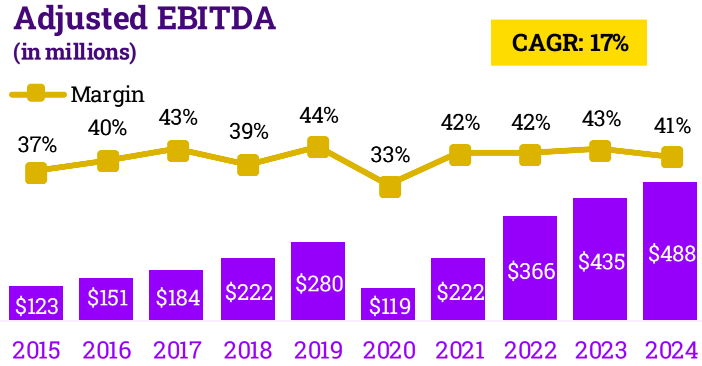
FINANCIAL OVERVIEW

CONSISTENT TRACK RECORD OF GROWTH

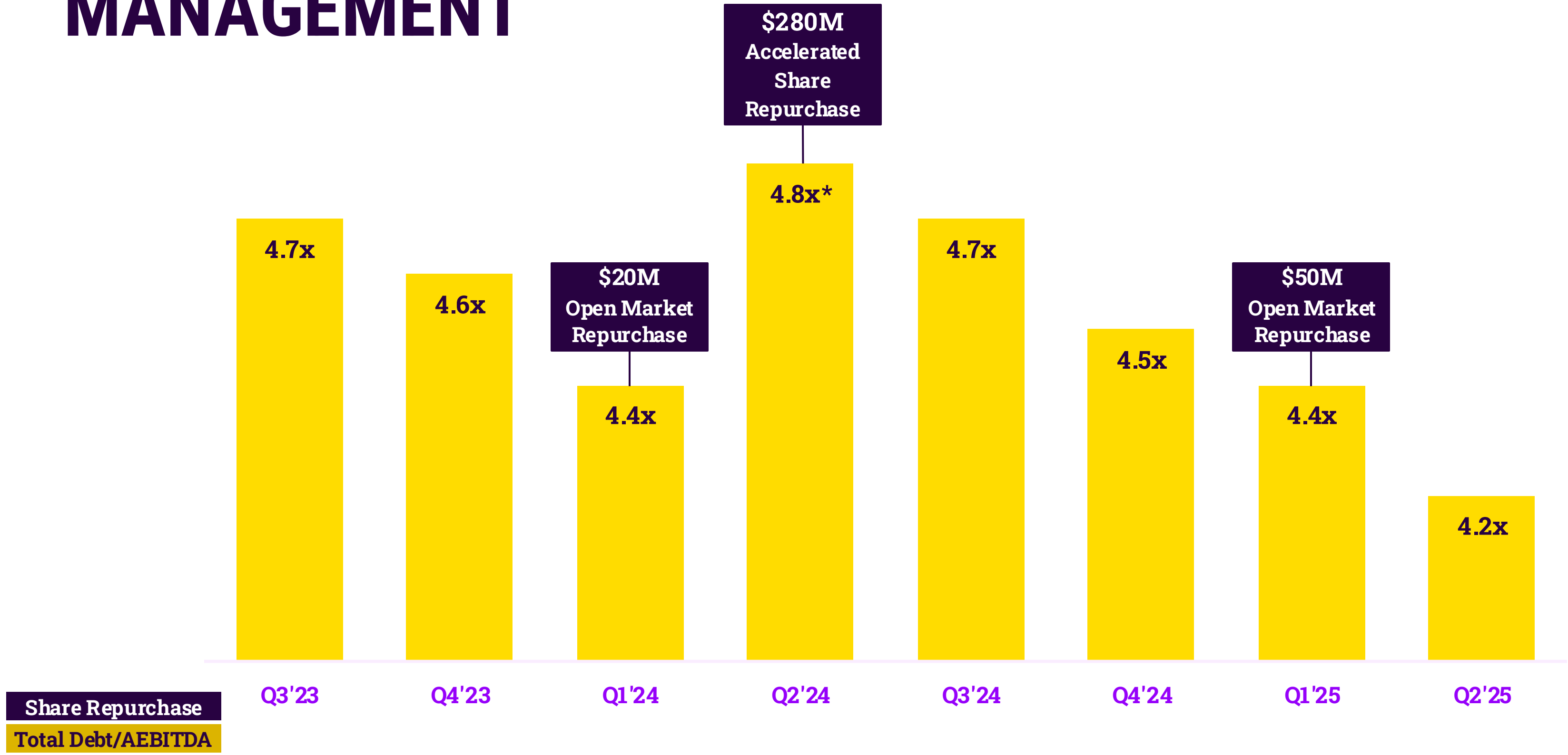








STRONG BALANCE SHEET MANAGEMENT



*Refinanced and upsized a tranche of securitized debt and executed ASR
Leverage calculated using TTM EBITDA

PRIORITIZING HIGH-RETURN INVESTMENTS AND COMMITTED TO ASSET-LIGHT MODEL

Capital Investments

- New clubs
- Remodels
- Re-equip existing clubs
- Technology
- Inorganic growth

Share Repurchases

- Annual repurchase of ~1M shares
- Option to increase where appropriate

2025 OUTLOOK

- New club openings of between 160 and 170
- New equipment placements of between 130 and 140 in franchisee-owned locations
- System-wide same club sales growth of approximately 6%

REVENUE	ADJ. EBITDA	ADJ. NET INCOME	ADJ. NET INCOME PER DILUTED SHARE[1]	NET INTEREST EXPENSE	CAPITAL EXPENDITURES[3]
~ 10% Growth[2]	~ 10% Growth[2]	8% to 9% Growth[2]	11% to 12% Growth[2]	~ $86.0 Million	20% Growth[2]

1. Based on adjusted diluted weighted-average shares outstanding of approximately 84.5 million
2. Represents growth over 2024 results
3. Driven by technology, entry into Spain, and corporate club remodels and relocations

APPENDIX

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PROVEN & EXPERIENCED MANAGEMENT TEAM

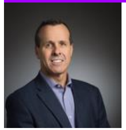
COLLEEN KEATING Chief Executive Officer

- Joined June 2024
- Over 30 years of management experience
- Previously served as CEO of FirstKey Homes, COO Americas at InterContinental Hotels Group

PAUL BARBER Chief Information Officer

- Joined October 2022
- Over 20 years of IT leadership experience
- Previously had senior information technology roles at United Natural Foods Inc., Dunkin' Brands, Yum! Brands and others

BILL BODE Chief Operating Officer



- Joined October 2016
- Over 30 years of franchise experience
- Previously Regional Vice President with Dunkin' Brands, Inc.

JAY STASZ Chief Financial Officer

- Joined November 2024
- Over 25 years of financial leadership experience
- Previously CFO at Savers Value Village and Ollie's Bargain Outlet

MCCALL GOSSELIN Chief Corporate Affairs Officer

- Joined in February 2013
- Nearly 20 years of communications and franchise experience
- Named a Top Woman in PR by PR News
- Previously held global communications roles at Dunkin' Brands

JENNIFER SIMMONS Chief Strategy Officer

- Joined November 2013
- Over 15 years of business planning experience
- Previously had finance and business planning roles at Timberland, PepsiCo and Fisher Scientific International

CHIP OHLSSON Chief Development Officer

- Joined February 2025
- Over 30 years of hospitality experience
- Previously EVP & CDO at Wyndham Hotels & Resorts

BRIAN POVINELLI Chief Marketing Officer

- Joined in February 2025
- Over 30 years of experience in hospitality and apparel brands
- Previously global head of marketing & brand at Marriot International

OUR MANAGEMENT TEAM MAINTAINS OUR STRONG ONE TEAM ONE PLANET CULTURE