



Passion and
full commitment
to
WOMEN'S HEALTH
are the HEART and SOUL of

Curves[®]

Curves®

HISTORY AND SUCCESS

Established over 25 years ago, Curves is a proven business model, designed especially for women, offering a supportive, welcoming and safe service environment to help our members achieve their goals with over 3,500 locations in over 50 countries.

MISSION AND VALUES

Who We Are

By **strengthening women** and promoting the habit of effective exercise, together we will help ourselves and members achieve goals, have a better quality of life, and improve the overall physical and emotional health of individuals and communities.



Community of Caring Support

Genuinely care about our community and empower everyone to improve their lives by creating a positive, safe, supportive, encouraging, fun, non-judgmental environment, where people can overcome challenges to achieve their goals.



Integrity

Do the right thing even when no one is watching. Keep commitments, take action and accept responsibility for mistakes and fix them. Be open, honest and act in a manner consistent with our Mission and Values.



Passion for Service

Consistently demonstrate a passion and commitment to help others succeed. Make a best effort to understand individual needs, and work tirelessly to maximize results.



Teamwork

Synergize and work together to deliver successful outcomes by developing professional, collaborative relationships.



Embrace Change

Continually find better ways of doing things. Quickly adapt and find solutions to change.

WORLDWIDE SUCCESS



**3,500 clubs
in over 50
countries**



AWARDS AND ACCOLADES

**Top 5 Fitness Franchise
in the World**

Corporate Vision

**Most Trusted Women's
Fitness Franchise 2020**

Entrepreneur Magazine

Best Franchise Overall
(2 years in a row)

THE FITNESS INDUSTRY

The Right Sector



“Fitness market and wellness are not only fashionable today, but finally many are realising the importance of physical activity and sport.”

South African Fitness Industry:



Number of fitness club members:
515 000

Number of fitness clubs:
1100



Combined value of the industry:
R21.8 Billion



Total current annual revenues:
R4.5 Billion

Average gross membership fee per month:
R728



Curves has reinvented itself, back to the basics, backed by the success of Japan management and investments

Curves is a worldwide leader in women’s fitness. We’ve helped millions of women get fit, gain strength and stay healthy with a 30 minute programme. The Curves Workout combines Strength Training with Cardio activity and Stretching. Strength Training has long been the missing link in women’s fitness, progressive resistance stimulates the muscles to stay strong and firm.



Our equipment is designed for safety, simplicity and effectiveness and features Curves Smart, a computerised personal coaching system providing moment to moment feedback, enhancing member results.



Curves At-Home membership options allow members who do not have a physical location nearby to become members and connect to a Curves coach. Receiving coaching and accountability from an established successful community of caring support.



Most importantly Curves is a community of women empowering others to improve their quality of life and achieve their health and fitness goals in a safe, welcoming, comfortable environment.

The Right Model



Single and Multi-Club investment opportunities



5 Year Franchise Agreements



Proven business KPIs



Recurring monthly DD revenue



Continuous business support and training

OUR COMMITMENT TO YOU

Curves is a community of caring support. Our dedicated Operations, Marketing, and IT teams will continue to support will guide you through your entire Curves journey, covering all areas of running your business.

★ PREOPENING



Guided Sales Process

From the moment you express interest, to the official purchase of your club, you will be fully supported by our knowledgeable sales team.



Foundation Specialist

Our Foundation Specialists provides a fully guided and comprehensive training and works directly with you to prepare for your Grand Opening, ensuring you achieve a successful opening.

★ OPENING



Business Development Manager (BDM)

You will have your own experienced BDM as your key point of contact. Your BDM will support you through all aspects of running your club, supporting you in the best way and giving you the tools needed to maximise success of your business.



Regular Training Opportunities and Updates

We host regular in-person and online trainings and company updates to all franchisees, ensuring everyone is up to date and operating at the highest standard – strengthening our brand.

POST OPENING



Marketing Support and Materials

Our Marketing team are always ready to give a helping hand. As standard, we also provide:

1. Regular trainings to improve in all areas of marketing
2. Digital advertising through our national social media channels
3. Monthly marketing materials
4. Monthly social media content
5. Detailed marketing planner and social media calendar
6. Curves Social – a free social media management platform



Online Support

Our extensive Curves Online Library provides an extensive variety of information, resources, and training materials.



Proven Business KPIs

Our proven KPIs are provided to ensure all clubs are performing to the highest standard. We provide regular training on all aspects of our KPIs, ensuring you fully understand the metrics and can assess the areas to improve.



DON'T JUST TAKE OUR WORD FOR IT!

Testimonials

Message from Joanna Dase

Sr Director International Operations / COO Curves Europe

Curves provides you the opportunity to combine skills in business with your love of helping people to achieve their life goals, the transformation of which often comes about through achieving their fitness and by extension their wellbeing goals, which in turn often springboards people to embrace other challenges that enhance their lives, their family and wider community.

It is especially rewarding to work at something you are passionate about, where the more good you do for people means the potential for more financial success.



Members:



"It is the combination of several factors that makes this a unique fitness – one of a kind. Professional staff, excellent preparation, great harmony between colleagues, encouragement during workouts, easy to follow and not "hard to memorise" routines, meticulous attention towards customers, entertainment, and training. Any woman can participate regardless of age and the results are guaranteed. It is not a gym. It's my second home."

Carmen

"I love this [club] and I can safely say this has been the best money I have ever spent on getting my life and health back. To all Curves coaches: Keep changing lives!"
Mamosotho

"Due to osteoporosis, I had huge problems with my legs. Both my legs used to sprain and give way underneath me due to disintegration of my bones in my knees. My legs were also very rigid due to osteoporosis. I can honestly say that due to my workouts [at Curves] my muscles have become so strong that my legs no longer give way underneath me and are also not stiff. I no longer need an operation and my doctor advised me to keep up with my exercise routine!"
Frances

Franchisees:

From being a member to becoming an owner, I have enjoyed every part of my Curves journey. Curves is a community filled with amazing, empowered women. Being able to wake up every morning and knowing that I am about to help ladies achieve their goals and live healthier, is a true blessing. I don't think of Curves as a job, I think of it as a lifestyle. Curves is unique. Women can accomplish their goals, by coming in to do their 30-minute workout (strength training, cardio and stretching) and still have time for their daily tasks. So why Curves? Because Curves works!

Dinet, Curves Silverlakes



My name is Elzette Schuster and I have been the owner of Curves Ninapark for almost 7 Years. My journey with Curves started with a single step through the doors of Curves Ninapark. I joined Curves as a member in 2011. My main reason for joining was to lose the last 10kg's which I still had 8 months after the birth of my first son, to have some "me" time and to feel better about myself.

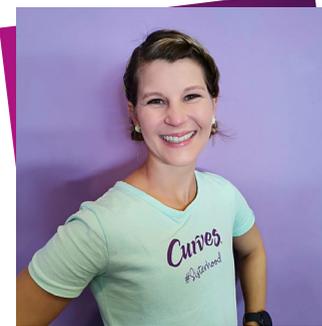
Through Curves I found my passion again!

The opportunity to own my own Curves came in 2015. I was active from a very young age and

participated in various sports and for years I lived a very active lifestyle. Through Curves I found my passion again!

It gives me the opportunity to love what I do and change women's lives. To see a women "transform" in front of you, not just physically, but emotionally and spiritually is the best reward I can receive. At Curves Ninapark, we are not just a Gym, but a Sisterhood, we are family and I love the companionship I have with our members. Each member inspires me in different ways.

Elzette, Nina Park



Curves became a part of my life in an unsuspected way, we were blessed with the opportunity to own a business and I soon realized what Curves actually does. Curves is so much more than a gym, it's a community of woman picking each other up and letting them know that they are worthy and enough! It became such a big part of my life. Curves gave me the opportunity to be a business owner, but more than that to strengthen so many woman over the part of 9 years. It's the small wins that makes what we do so valuable.

Hilde, Curves Klerksdorp

We became the co-owners of Curves Castle Walk to create a positive impact in woman's lives. [Members] often have two full-time jobs (career and home executive) and do not have time or energy to look after their own health and well-being. They just want someone to listen to their needs and help them lose some weight/ become healthier/ give them some "me time". At Curves we strengthen our members

We love our business and what we help women achieve!

inside and out, resulting in happier, healthier, and stronger women.

Just [recently] a member came to me and thanked me for the 4kg she had already lost in just two short weeks at Curves - we shared an emotional moment filled with a sense of achievement. It's times like those that [we] love [our] business and what we help women achieve!

Henry and Elaine, Curves Castle Walk

NEXT STEPS



Apply

To begin your Curves journey we invite you to Choose one of these simple steps to make an initial enquiry. We will then be in touch to arrange a meeting.

E-Mail – sales@curvesafrica.eu

Visit www.curvesafrica.com and complete the online form



Meet Us

Join us for a meeting to learn more about the business opportunities with Curves!



Welcome to Curves

Complete your paperwork to become a Curves Franchisee.



Training & Support

Connect with your Curves Specialist and begin your fully guided, comprehensive training to prepare for your successful Grand Opening!



Your Grand Opening

We will support and mentor you through your Grand Opening and beyond!

Find us

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SCAN ME



 Curves Africa
 @curves_africa

 @Curves_JoannaDase
 @Curves_TanyaMcfee
 @SuzyStrength

Curves.

When you make it
YOUR BUSINESS
to help women,
EVERY DAY can be
extraordinary