

NEWS RELEASE 9th August 2019



Growth Exceeds Winter Expectations & New Site To Be Announced in September 2019

Greater awareness and referral from satisfied members has contributed to stronger than expected growth over winter in all 4 HighLow Fitness sites in Sydney, Australia.

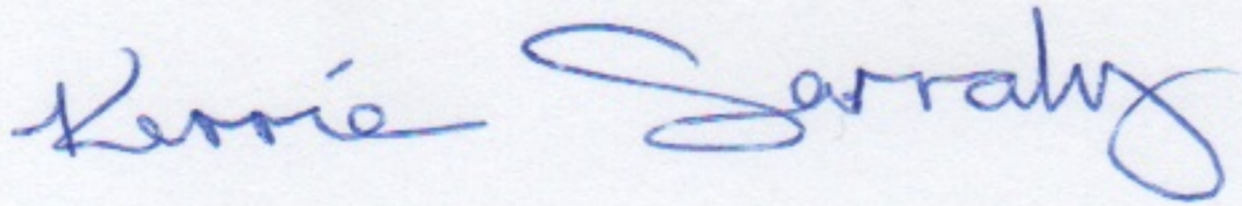
General Manager Mark Garrahy elaborates, "The growth we have experienced over these colder months exceeds our expectations. Our year on year data shows an impressive increase of more than 35%. We are very confident with the marketing plans for spring and the warmer months that include strong video content to grow our member base and potentially surpass our 2,000 member goal at the end of the first quarter of 2020. The momentum we have built over the last couple of months is expected to accelerate another strong outcome. We have also brought some fantastic new trainers and sales staff on board that are now trained up and ready to go."

HighLow Fitness is the only multi zoned High Intensity Interval Training Boutique Fitness brand in the country.

The HighLow Fitness management team is working hard behind the scenes, looking at the company's 5th site and presently firming up the arrangements before an official announcement. Mark Garrahy explains, "The new site has jumped the gun compared to the original pipeline we had planned for - that is normal when circumstances and opportunities prevail. The site is expected to be located in the east of Sydney which helps HighLow join the dots with our current northern and southern sites. All going well we may have to re-assess our end of 2020 financial year membership forecast if we increase the number of facilities faster, as well as increase our budgets and goals -a welcome task!"

Check out this exciting video showing how HighLow intends to get more attention on social media and other marketing platforms <https://www.youtube.com/watch?v=NksDCgBH3t8>

Yours in fitness,



Kerrie Garrahy
Managing Director

About HighLow Fitness

HighLow is an Australian-owned company offering various forms of High Intensity Interval Training (HIIT) classes with highly qualified and experienced instructors. HighLow boasts a proven and scalable boutique HIIT fitness business model and has rolled out both an owner operated model as well as a franchise model. HighLow currently has four operational sites in Sydney, with a further 7 sites planned for 2019 and 2020.

For more information about HighLow Fitness please visit

https://www.fundingstrategies.com.au/index.php?com=com_deals&action=view&itemid=173

or contact Funding Strategies on +61 7 3160 2840 or via email

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