



# JUSTFIT FRANCHISE

FITNESS. WELLNESS. RECOVERY.

State-of-the-art, high-end healthcare  
devices for a 360° service



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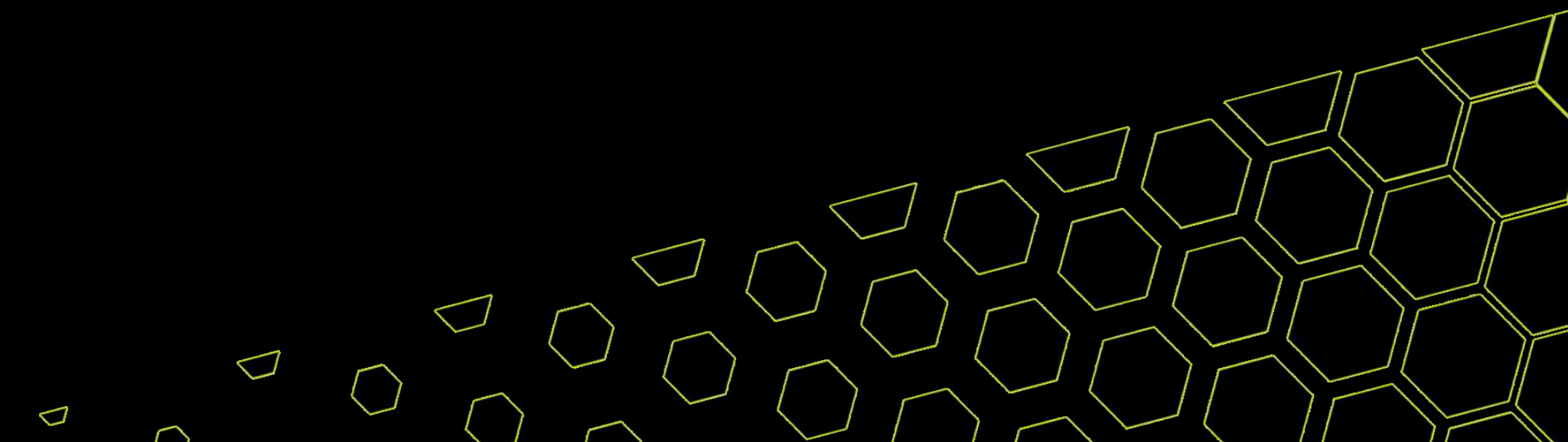
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# JOIN THE WELLNESS REVOLUTION:

## FRANCHISE OPPORTUNITY FOR COMPREHENSIVE 360° SERVICE

Justfit is excited to announce the launch of our franchise opportunity, offering entrepreneurs the chance to open their very own Justfit studio. Our franchise model features three distinct brands: Justfit EMS, Real EMS, and Cryo, giving you the opportunity to offer clients a wide range of services that focus on wellness, fitness, and recovery.

At Justfit, we believe that a healthy lifestyle is about more than just fitness. That's why our franchise model focuses on providing a 360° service to our clients, using state-of-the-art, high-end healthcare devices to help them achieve their fitness & wellness goals.

At Justfit, we're committed to helping our franchisees succeed, with comprehensive training and support that will help you build a thriving business in the booming wellness industry. So why wait? Join the Justfit family today and start offering clients the wellness, fitness, and recovery services they need to achieve their goals!



With our Justfit EMS brand, you can offer whole body EMS training to clients, using cutting-edge devices that provide a full-body workout in just 20 minutes.



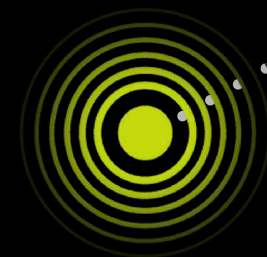
And with our Real EMS brand, you can offer EMS devices that target specific body parts, allowing clients to focus on areas where they want to see the most improvement.



But that's not all - we also offer cryo services, which use the power of cold to help clients recover from workouts, reduce inflammation, and improve overall wellness.

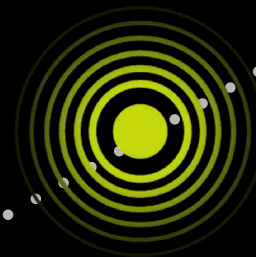
# THE JUSTFIT JOURNEY

Justfit is a pioneering venture and the first company that created the wireless EMS (electrical muscle stimulation) concept as well as the first exclusively Wi-Fi communication-based device supporting EMS fitness protocols.



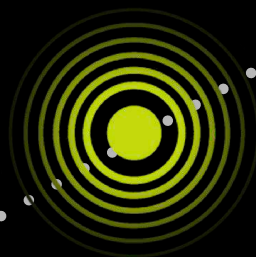
## 2011 - THE BEGINNING

The predecessor of Justfit was founded in 2011 for opening and running numerous EMS studios.



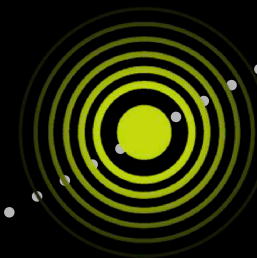
## 2012 - THE REALISATION

I came to the realisation that there was no wireless EMS device available on the market. Creating one became my obsession and I went on to find my own way to success.



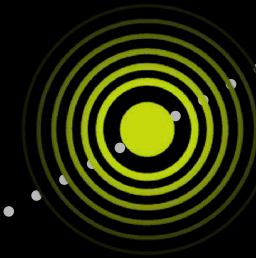
## 2014 - JUSTFIT IS BORN

I started investing heavily in research and product development. As a result, in May 2014 the first wireless EMS device was born under the new brand Justfit.



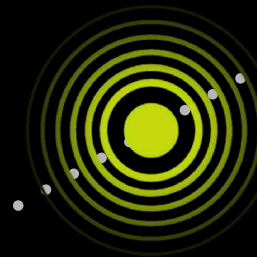
## 2015 - THE YEAR OF INTERNATIONAL SUCCESS

In 2015 Justfit sold systems to numerous countries worldwide, participated in FIBO for the first time and established a manufacturing and company site.



## 2018 - JUSTFITME IS BORN

In 2018, Justfit came up with the concept of the personal product line called JustfitMe.



## 2023 - WORLDWIDE PRESENCE

By now Justfit is present in 4 continents, 35 countries & 500+ studios.



“I BELIEVE THAT ANYTHING CAN BE CHANGED”

Péter Sándor  
CEO



# JUSTFIT IS ALL AROUND THE WORLD



# PRESS



**Forbes**

Justfit™ has taken the concept of "smart training" to the next level and developed the wireless EMS technology for the first time in the world, with which we can train effectively anywhere and anytime in only 20 minutes!

**Fitness**  
BIZNES

Péter Sándor and his international team work together as a big family, supporting each other and helping each other grow together. As a testament to this success, in 2022 the company was the title sponsor of the Justfit Fitmodel World Hungary competition, competing with its own team and taking the first 3 places. And on top of that, this year the company has won the Fitness Technology of the Year Award!

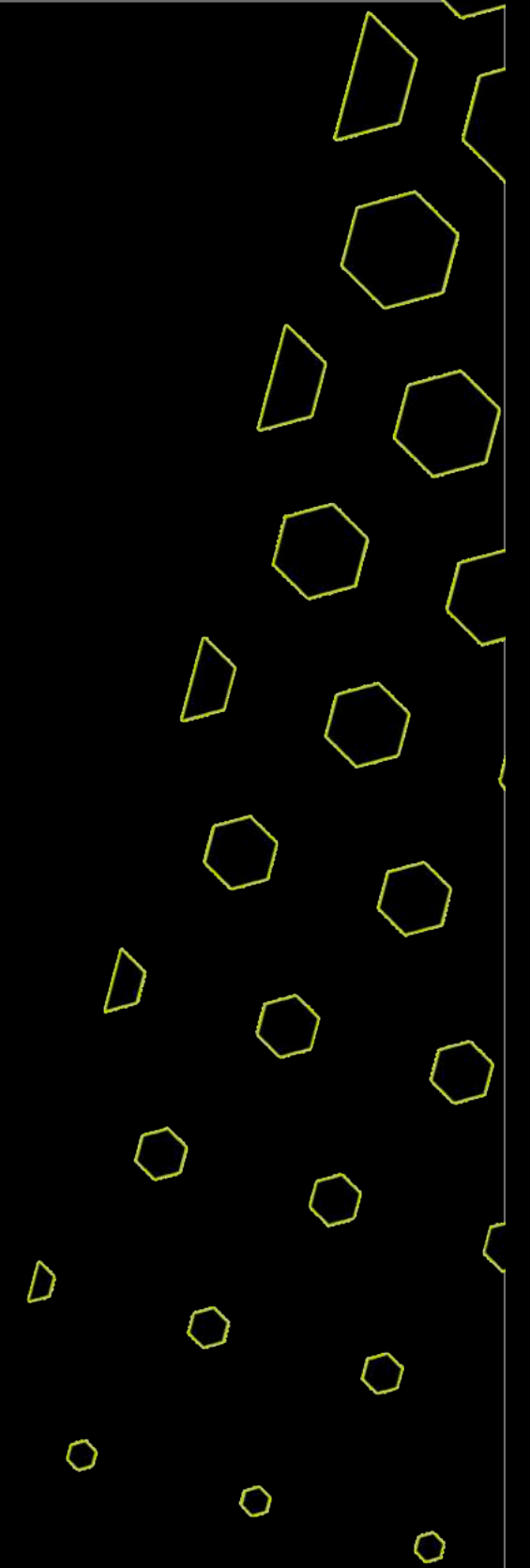


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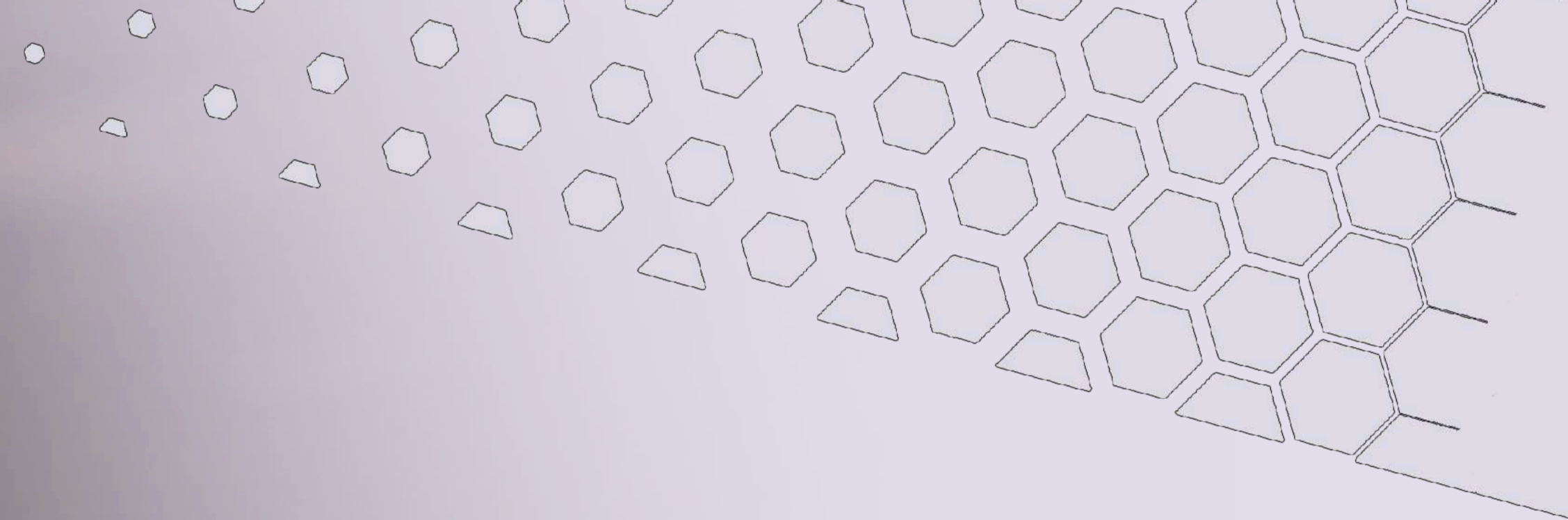
**ORIGO**



**RTL**  
TELEVISION







**ABOUT THE EMS MARKET  
& TECHNOLOGY**



# WHO CAN OPEN A JUSTFIT STUDIO?



## PERSONAL TRAINERS

**Gain calculable revenue with a low investment**

We designed Justfit as a unique EMS product suitable also for professional personal trainers who regularly perform one-to-one trainings in the studio or in the home of the clients. No heavy equipment, small space requirement, 100% mobility. Exactly what PTs need.



## INVESTORS

**Invest in a market that is predicted to reach 941 million USD by 2030**

Growing awareness of a healthy lifestyle increases the willingness to invest in health, which represents a huge potential for companies that offer innovative solutions to the above needs.



## ENTREPRENEURS

**Proven business concepts to fit any goal**

Getting started in EMS is first and foremost a business decision and if done well, it can be a very lucrative one. Over the years we have analysed our most successful partners and how they run their own EMS business. Therefore we can help you to find the business models that will produce the best results for you.



## SHOP-IN-SHOP (CORNER) OPERATORS

**Attract a completely new clientele**

The shop-in-shop concept is adaptable to all types of gyms and fitness business, any sizes and circumstances. Just utilise your empty spinning classroom, a non-used aerobic room or simply an empty corner in your gym and start your EMS business.

Once your new clients become regular members, you can cross-sell one of your other services to them.



# MARKET FORECAST

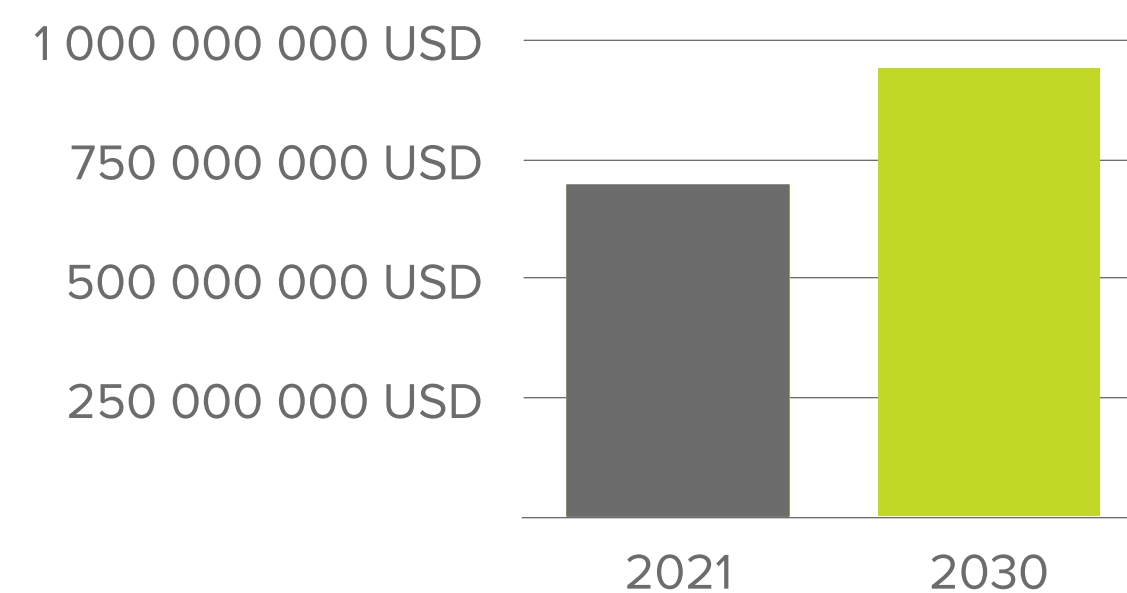
The global muscle stimulator market size was estimated at USD 695 million in 2021 and is expected to reach USD 941 million by 2030, expanding at a CAGR of 3.42% during the forecast period 2022-2030.

The portable EMS devices market was the largest in 2021 with a market share of 81% and is estimated to generate the most notable CAGR of 4.4% during the forecast period.

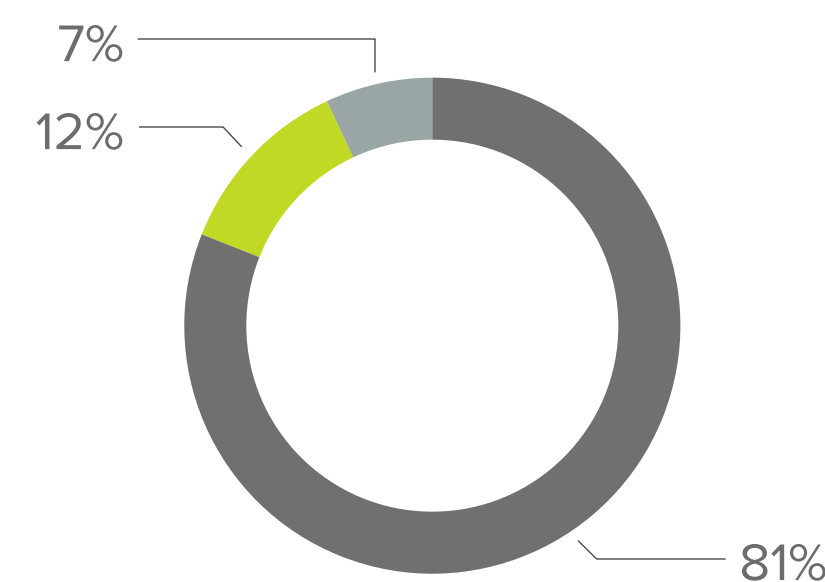
Whole body EMS devices captured a market share of nearly 12% and the market size was USD 83.4 million in 2021 and is expected to increase to 15.5% of the global EMS market.

## GROWTH DRIVERS

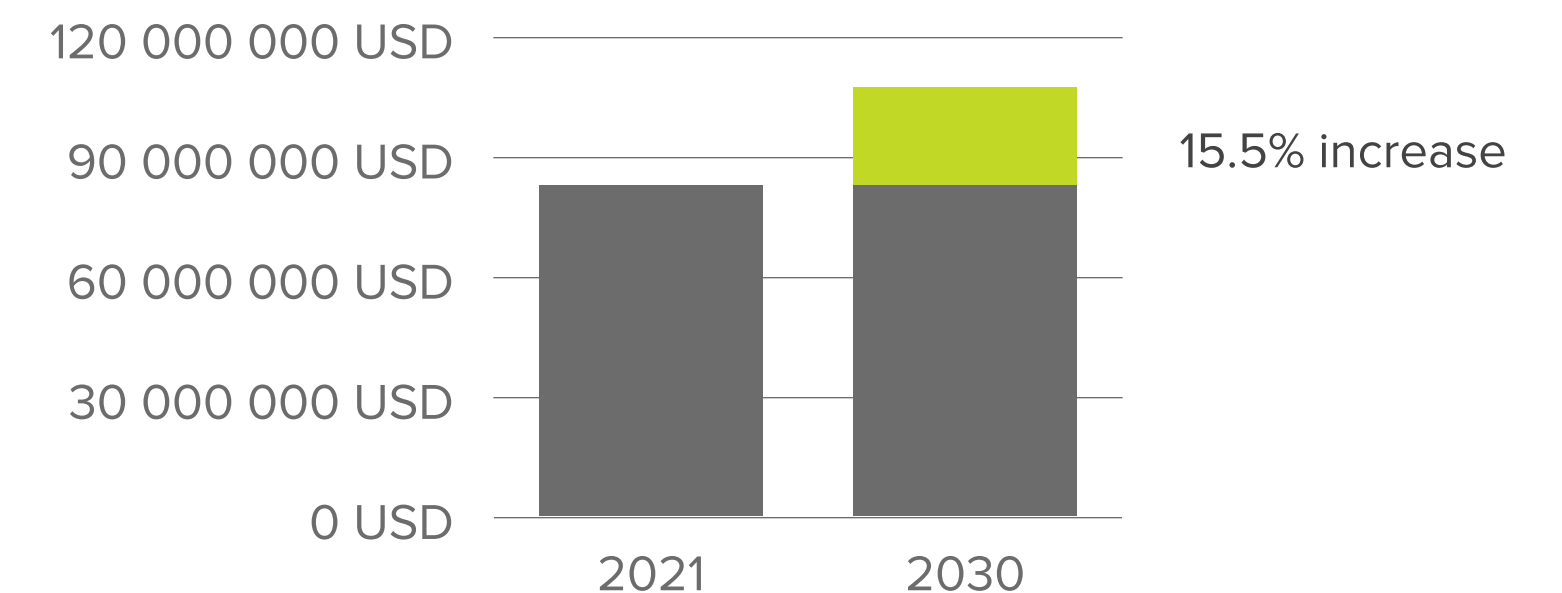
1. **Increasing frequency of locomotor diseases.** The global market is primarily driven by the growing use of muscle stimulators among physical therapists, technological advancements in medical devices, and a focus on pain relief treatments in sports medicine. In addition, it is expected that the increasing prevalence of musculoskeletal disorders among people will further encourage the expansion of the market. And it also stimulates the growth of the WB-EMS market.
2. **The growing usage of muscle stimulation among athletes,** which also stimulates the spread among the rest of the population.
3. **Increase in public demand for training.**



The global muscle stimulator market size is expected to reach USD 941 million by 2030



Market share of different types of muscle stimulators in 2021



The share of Whole Body EMS devices in the global EMS market is expected to increase to 15.5% by 2030.

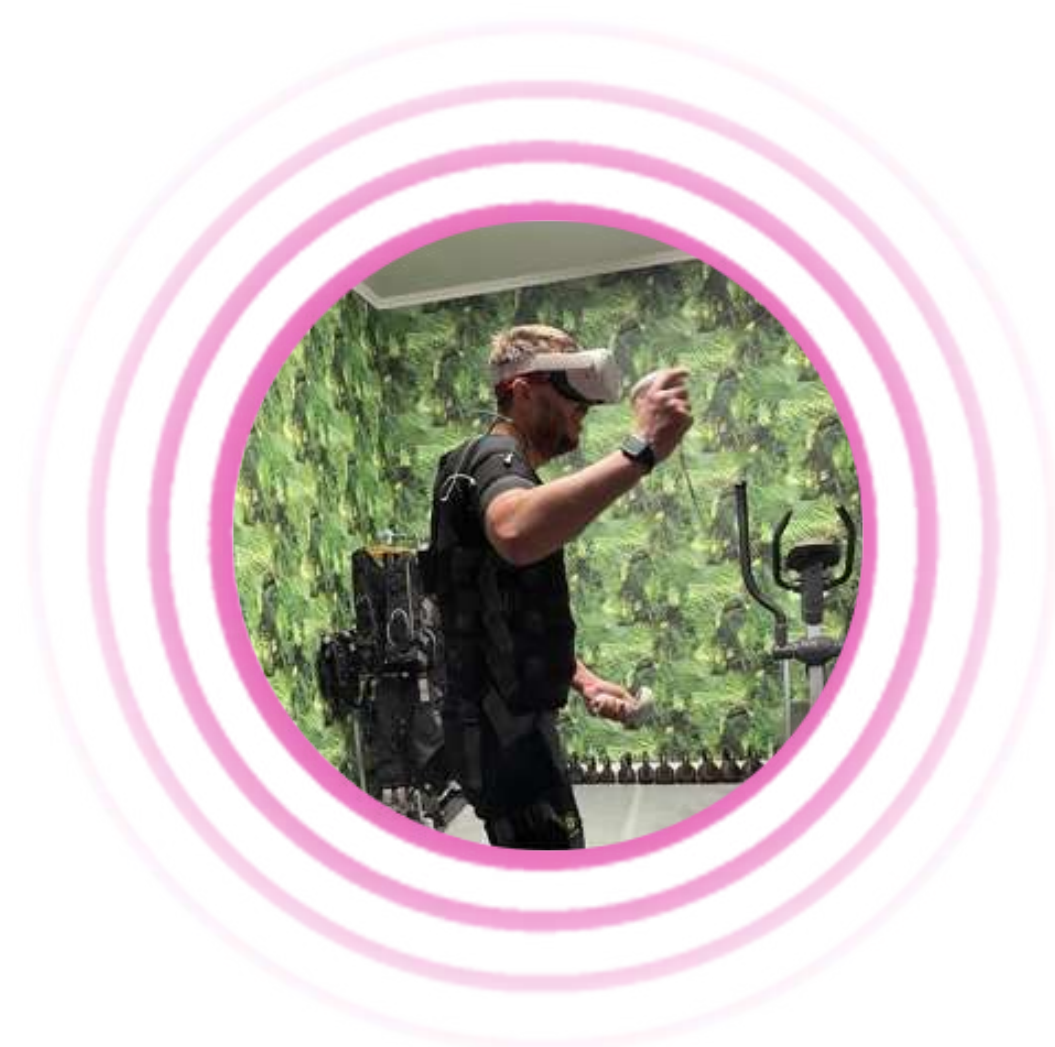


# INSIGHT INTO FITNESS TRENDS

## Digitalisation as a prerequisite for the development of the fitness industry

The pandemic has led to a digital transformation in the fitness industry, including hybrid business models such as live streams for home workouts combined with small group workouts in studios, health apps, gamification, delivery services, online shopping, virtual reality, digitally supported home workouts.

Those who take digitalisation lightly run the risk of missing out on innovations or even revolutions. The growth of many companies has stagnated due to a lack of innovation, and changes have been pushed forward hesitantly.



### VR WORKOUT

*Virtual reality workouts would allow people to immerse themselves in their workouts and make them more fun and engaging. VR can be used for a variety of different workouts, from cardio to strength training.*

*That is successful case from one of our Justfit Studios in Poland*

## Digitalisation is driving exponential growth in the fitness industry

Like Netflix, the fitness and health sector has created completely new demands and the fitness industry has to face new consumer behaviour. From now on, we need to offer not only fixed services, but also other mobile or semi mobile options to potential customers. This means that we have to be flexible in product development, product diversity and services for different target groups.

New developments promoted by the coronavirus such as electromobility, robotics, energy efficiency, artificial intelligence, etc. the benefits have huge potential for companies that implement these technologies in a timely and creative manner – and that's true for those in the fitness industry as well.

## Fitness events and other connection opportunities are getting more and more attention

The past two years have taught us social distancing, but people are looking for opportunities to meet again. Popular trends are people training together in small groups and motivating each other.

Companies that observe and respond to this consumer demand have a better chance of overcoming the economic challenges caused by COVID-19. New technologies and digitalisation can make this possible.

In summary, we find that the growing awareness of health issues and healthy lifestyles increases the willingness to invest in health, which represents a huge potential for companies that offer innovative solutions to the above needs.



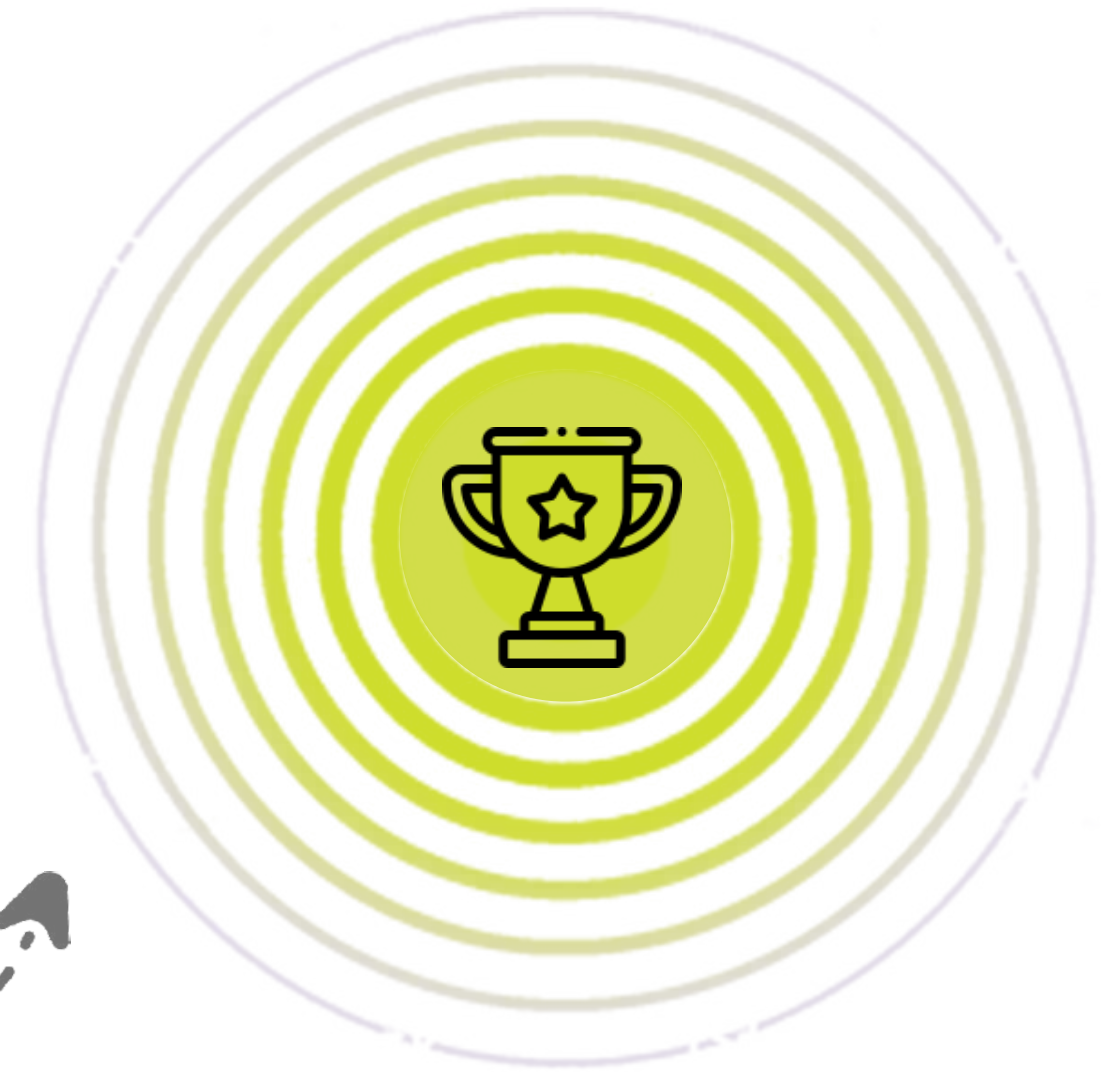


## DEMANDS OF CLIENTS

1. Hybrid fitness (in-person + online)
2. Home workout (app-based)
3. Wearable technology (fitness gadgets)
4. VR workouts
5. Strength training with free weights
6. Body weight training
7. Fitness programs for older adults
8. Functional fitness training and HIIT
9. Personal training and fitness boutiques
10. Outdoor group activities
11. Exercise for weight loss



**HOW CAN YOU MEET  
THE DIVERSE  
EXPECTATIONS?**



## THE SOLUTION IS EMS!

Analysing the trends it is clear that all of them are perfectly combinable with the EMS technology. EMS technology enables you to be used as your business instrument in different ways in compliance with the main fitness trends.

**Using EMS technology, you can cover almost all demands of the market, attract new target groups, expand your audience, and be successful.**



# MAJOR BENEFITS OF EMS TRAINING



## TIME SAVING

The training only takes 20-25 minutes and trains the entire musculature simultaneously.



## HIGHLY EFFECTIVE

While the results of traditional training are visible after 15-20 trainings, EMS gives you visible results after 4-5 sessions.



## 3X FASTER WEIGHT LOSS

EMS is the most effective form of calorie-burning training, with which you can reach the optimal body fat percentage within the shortest possible time.



## ANTI-CELLULITE EFFECT

Fight cellulite by improving blood circulation and lymphatic drainage through massage. Draining not only stimulates blood and lymph circulation, but also breaks down the fat cells that cause cellulite groups.



## STRONGER SKELETAL MUSCLES

Back pain due to weak skeletal muscles can be relieved by strengthening the muscles next to the spinal column.



## METABOLISM

EMS promotes a high level of metabolic activity during and for many hours after a training session.



## BUILDING MUSCLES

The higher your metabolism, the better your body will burn fat and build lean muscle mass.



## PROTECTION OF THE JOINTS

Joints are relieved due to the precise targeting of the electrical impulses in the muscles.



## GENERAL WELLBEING

The electrical impulses reach the deep skeletal muscles improving posture and general well-being.



## PERFORMANCE ENHANCEMENT

EMS is ideal for building sport-specific strength, improving the quality of muscle contractions, and balancing imbalances.

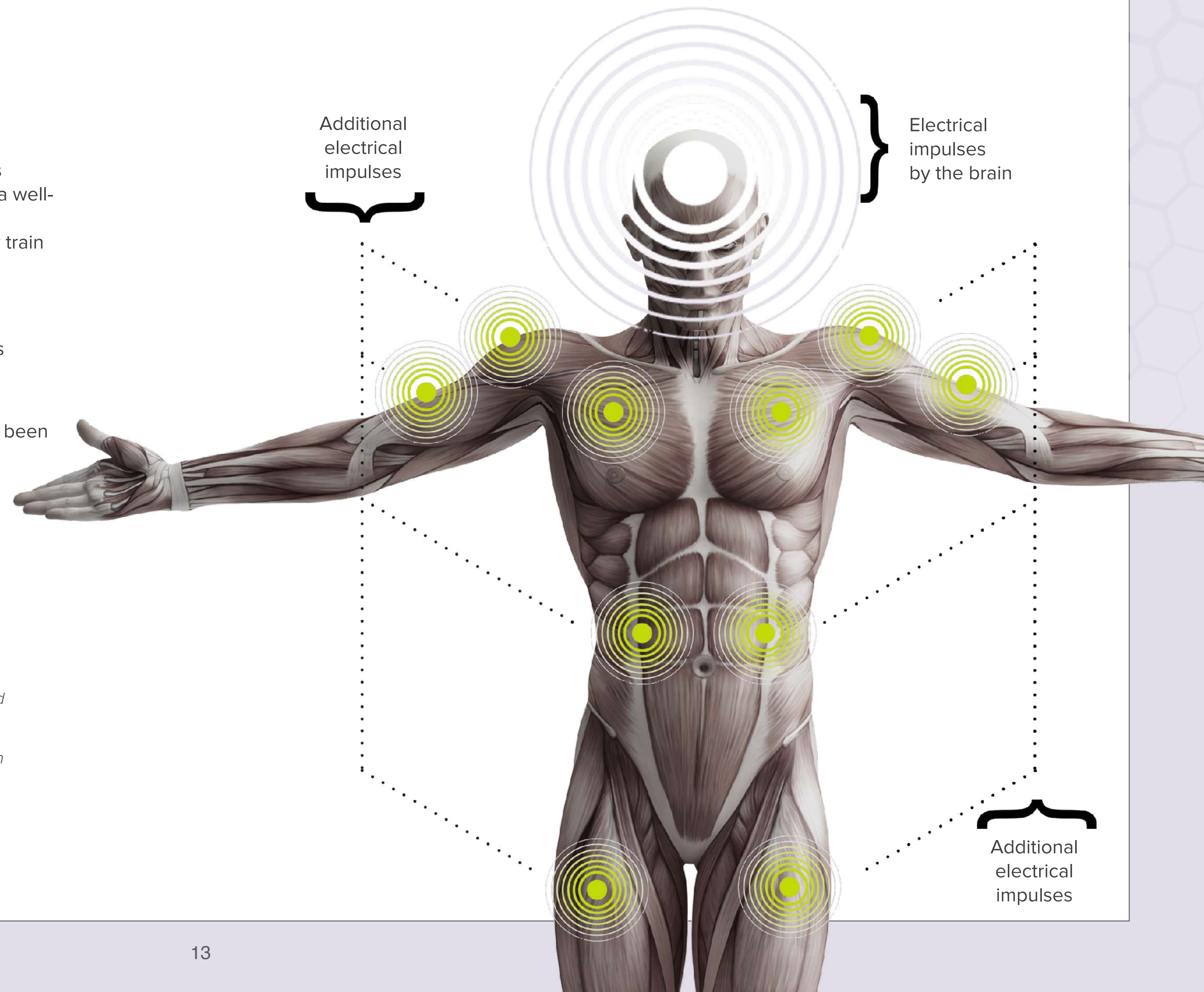


# HOW DOES EMS WORK?

During traditional strength training the brain sends bioelectrical impulses which cause certain muscles to contract. However, not all muscles have a well-developed connection to the brain, and these muscles are not as easily activated, therefore they will not develop so well. This way we can never train with full force, even if we want to.

EMS (electrical muscle stimulation) however, with low-strength electrical impulses, directly stimulates our deep muscles thus deceiving our body's natural reactions and training almost 100% of our musculature.

EMS training is a completely safe form of working out and as such, it has been used for medical and rehabilitation purposes for a long time.



## JUSTFIT QUALITY

All Justfit products meet the highest European quality standards. We put a lot of emphasis not only on functionality and safety our products, but also on design and style.



## CE CERTIFICATE

Justfit products have been CE marked (Conformité Européene) indicating compliance with health, safety and security standards for products sold in European Economic Area (EEA).

# EMS TRAINING COMPARED TO CONVENTIONAL TRAINING

	TRADITIONAL TRAINING	EMS TRAINING
Duration of training	60-90 min	20 min
Necessary training frequency	5-6 times per week	2-3 times per week
Calories burned during training	400 Kcal	500 Kcal
Calories burnt after training	none	1200 Kcal in 4-6 hours, 4000 Kcal in 2-3 days
Expected maximum heart rate	180	120-130
Visible change	after 15-20 training sessions	after 4-6 training sessions
Anti-cellulite effect	no	yes
Weight-loss	1x	cca 3x quicker
Calorie burning – counter during training	no	yes
Online trackable training statistics	no	yes
Opportunity to a group training with one trainer	no	yes
The trainer can continue the training program anywhere in the world	no	yes
The physical presence of the trainer is absolutely necessary during training	yes	no (it can be programmed online, so the trainer can conduct the training from an other part of the world)
Chance of muscular injury	high	very low
Chance of back injury	high	very low
Efficiency against urinary incontinence	no	yes
Joint indulgence	no	yes





# ABOUT JUSTFIT EMS

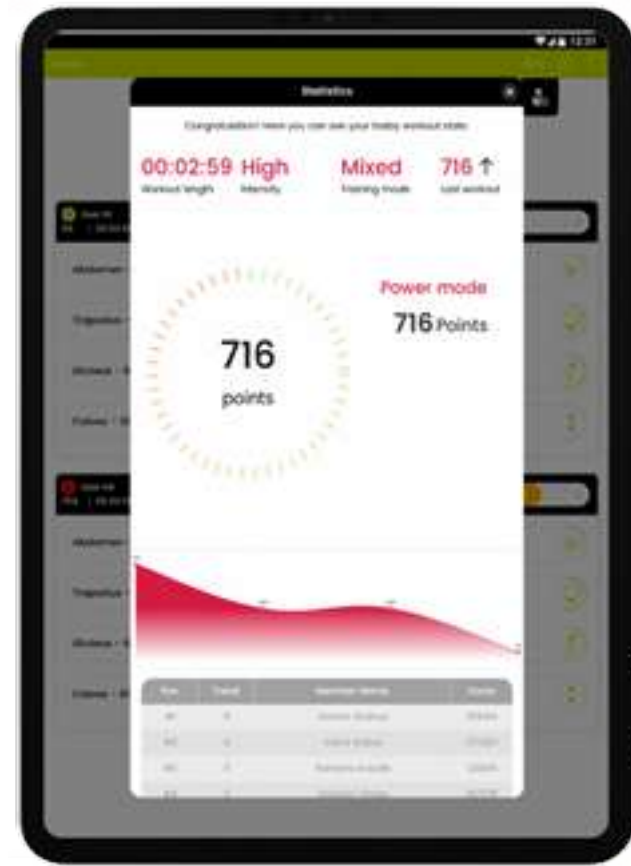
DISCOVER THE POWER OF THE  
CUTTING-EDGE JUSTFIT WHOLE-BODY  
EMS DEVICES

01.





# MAIN UNITS OF THE JUSTFIT STUDIO ECOSYSTEM



## TABLET SOFTWARE

The trainer adjusts the impulse strength using the tablet software. Built-in training programs (weight loss, strengthening, cardio, massage), video training mode and many other functions ensure the correct implementation of the training.



## JUSTFIT AURA STUDIO MANAGEMENT SYSTEM

Justfit Aura is a uniquely developed, online, cloud-based studio management system. You can access all the data stored in the Justfit system with one click. Stay up-to-date on all relevant business information anywhere, anytime!



## CONTROL UNIT

Ultralight case, spectacular design. The Justfit control unit ("brain") ensures the smooth implementation of training programs. It is connected to the electrode suit via a unique click-on connector.



## EMS SUIT WITH BUILT IN ELECTRODES

The EMS electrode suit is adjustable in size, so it is compatible with guests of all body types. Made of ultra-light but durable material designed for extreme studio use.



## **B2B PRODUCT LINE: EMS DEVICES FOR PROFESSIONALS**

Justfit is a flexible ecosystem developed to meet the needs of different sizes of businesses. Start small and grow big: our extendable packages are able to serve up to 30 people.



JUSTFIT PIRATO MOBILE EMS KIT



JUSTFIT PRO & PRO+ EMS KIT



JUSTFIT VCTRY 3 & 5 EMS KIT



# B2C PRODUCT LINE: EMS FOR HOME TRAINING



JUSTFITME PERSONAL EMS KIT



JUSTFITME DRY PERSONAL EMS KIT



JUSTFITME ACE PERSONAL EMS KIT



## TIP: BECOME A SALES POINT

Whether you are a personal trainer, a beauty or fitness studio operator or a gym owner, you will have the opportunity to become a point of sales for the home use products and gain extra revenue.





# ABOUT REAL EMS

IMMERSE YOURSELF IN THE WORLD OF REAL EMS PRODUCTS DIVERSIFIED FOR SPECIFIC BODY PARTS



02.



# REAL EMS PRODUCT LINE



## PERFECT HIP

With a focus on apple butt, it provides a fast and efficient exercise method. Get your clients ready to feel the soft and powerful EMS effect with the comfortable design that perfectly wraps around their butt.



## POWERBELT

The ultimate EMS trainer for achieving perfect abs and a strong lower back. It can be used with or without accompanying exercises. Clinically proven to reduce body fat, abdominal fat, and improve abdominal skin, the Powerbelt is the perfect trainer to help your clients reach their fitness goals.



## SHOULDER MASSAGER

With low-frequency EMS technology, your clients can get a massage in their shoulder and trapezius muscles, relieving tiredness, pain and promoting a healthier posture. Plus, the device is designed to physically correct slouching, ensuring that your clients maintain great posture all day long.



## KNEE MASSAGER

Normally, it acts as a knee protector, but once connected to the controller, it transforms into knee massager. And good news - it is a multifunctional device. You can also effectively use it for thigh (front side and back side) and calf.



## ALL-IN-ONE PAD

The All-in-One Pad is a low-frequency stimulation device that promotes healthy and safe muscle contraction and relaxation. With its versatile design, you can easily target your arms, thighs, and calves all in one device.

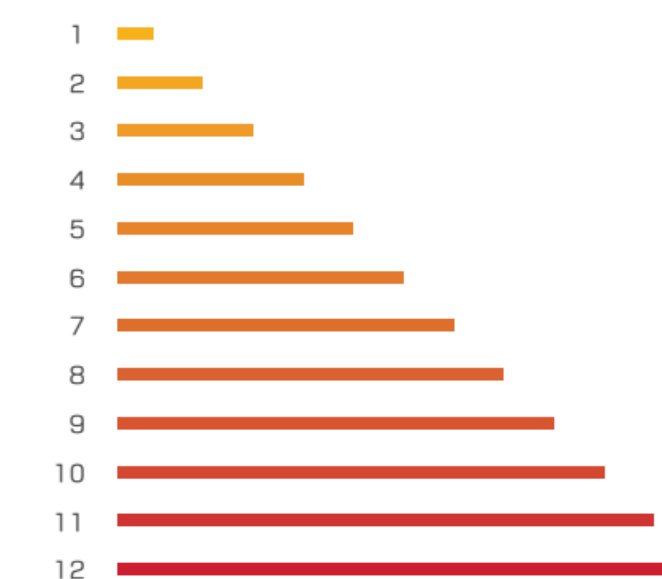


# THE BRAIN OF THE REAL EMS SYSTEM: THE CONTROLLER



- BLUE LED (10Hz) **Aerobic / Massage modes**
- GREEN LED (50Hz) **Massage mode**
- RED LED (80Hz) **Muscular mode**
- WHITE LED (10-80Hz) **Automatic mode**

12 stages: experience the powerful and soft low frequency stimulations:



- Guaranteed 10-80 Hz of frequency wavelength
- The controller is compatible with all types of REAL EMS models
- Smart and solid controller can control the intensity by different 12 stages
- Once you click the MODE button, you are able to enjoy 4 types of models simply and easily





CRYO  K

## ABOUT CRYO K

NO NEED TO SOAK IN COLD ICE WATER  
ANYMORE FOR A QUICK RECOVERY

03.



# WHY CRYOTHERAPY?

## HOW DOES CRYOTHERAPY WORK?

The theory for whole-body cryotherapy (WBC) is that by immersing the body in extremely cold air for several minutes, you could receive a number of health benefits. The individual will stand in an enclosed chamber or a small enclosure that surrounds their body but has an opening for their head at the top. The enclosure will drop to between negative 200–300°F. They'll stay in the ultra-low temperature air for between two and four minutes.

You can get benefits from just one session of cryotherapy, but it's most effective when used regularly.

## MAJOR BENEFITS OF CRYOTHERAPY

- Recovery from exercise
- Joint conditions
- Anti-inflammatory effect
- Improves sleep
- Improves chronic pain
- Aids weight loss
- Reduces migraine symptoms
- Numbs nerve irritation
- Helps treat mood disorders
- Reduces arthritic pain
- May help treat low-risk tumours
- May help prevent dementia and Alzheimer's disease
- Treats atopic dermatitis and other skin conditions



## Cryotherapy VS Ice Baths

3 minutes	Time	20 to 40 minutes.
Liquid nitrogen	Method	Ice water
-80 ~ -180°C	Contact temperature	7 ~ 15°C
0 ~ 1.6°C	Skin temperature	7 ~ 15.5°C
NO	Hypothermia	YES
YES	Improve Immunity	NO
YES	Improve blood circulation	NO
YES	Improve skin condition	NO
YES	Improve collagen production	NO



# DISCOVER CRYO K

HIGH-END HEALTHCARE MACHINES  
DESIGNED FOR THE **BEST HEALTHCARE**  
**SERVICE** IN THE WORLD



**Convenience**  
Add safety features



**Design**  
External & Internal Customization



**Profitability**  
Up to 15 people per hour



**Intelligent**  
Intelligent Control Systems



**Economic feasibility**  
Averaging 4-7 liters



**Environmental**  
2kW/h & liquid nitrogen







# THE JUSTFIT FRANCHISE

ELEVATE YOUR BUSINESS WITH  
JUSTFIT'S COMPREHENSIVE WELLNESS  
SOLUTION!



# REASONS TO JOIN THE FRANCHISE



SAVE TIME AND  
MONEY DURING THE  
SET-UP PHASE



ENJOY THE BENEFITS  
OF CONTINUOUS  
INNOVATION



PROVEN MARKETING  
STRATEGIES



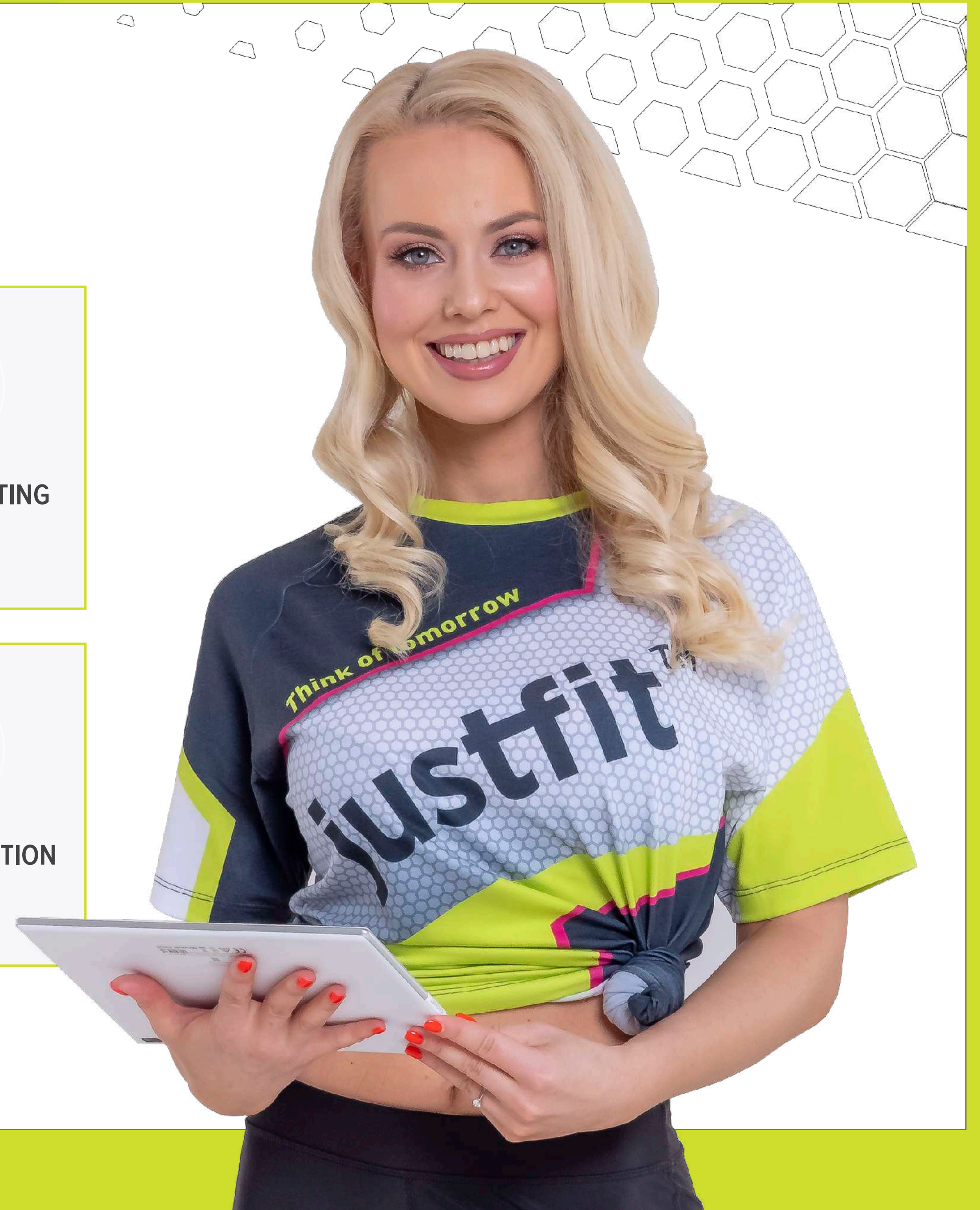
MINIMISE BUSINESS  
RISK



A DECADE OF  
EXPERTISE IN THE  
FITNESS MARKET



END-TO-END SOLUTION





# END-TO-END SOLUTION - 01. SET UP SUPPORT

FULL SUPPORT FROM INITIAL STAGES TO DAILY MANAGEMENT



## FINANCIAL MODEL

1. Calculation of initial investments
2. ROI period
3. Optimisation, cost reduction



## STUDIO CONCEPT

1. Guidelines for selection of premises
2. Interior and exterior design guidelines
3. Corporate identity guidelines
4. Automation of studio business processes - digital approach
5. Studio equipment - machines, accessories & extra fitness equipment
6. Supply of machines



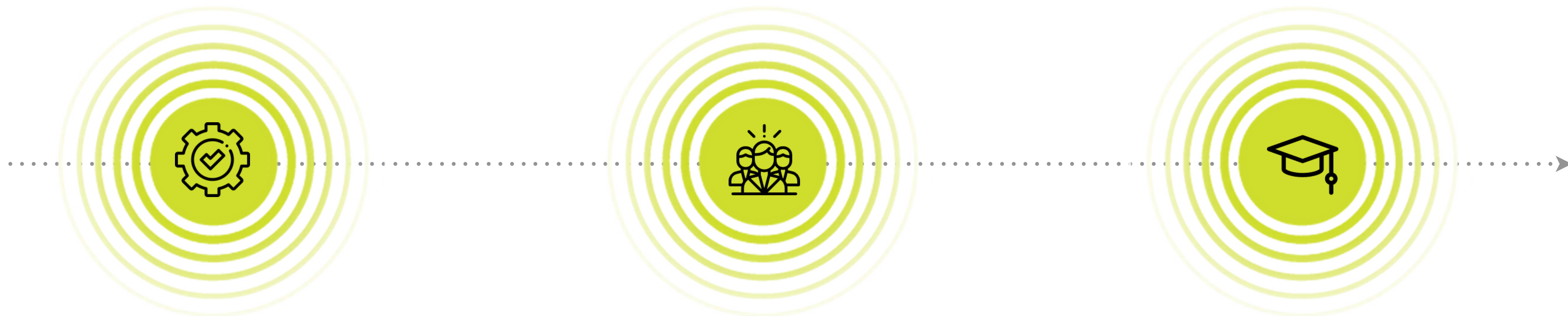
## MARKETING PLAN

1. Price policy
2. Studio printing layouts
3. Online communication channels
4. Ready-made sales and client management system (using the JustFit online communication and analytics system)
5. Loyalty programs for clients
6. Promotional programs for client



# END-TO-END SOLUTION— 02. OPERATIONS SUPPORT

FULL SUPPORT FROM INITIAL STAGES TO DAILY MANAGEMENT



## STUDIO MANAGEMENT

1. Subscription system
2. Service and customer service standards
3. Effective mobile application for clients
4. Optimised business process system
5. Quality control

## STAFF

1. Assistance in the selection, adaptation and development of personnel
2. Organisational structure, work schedules, brief functionality of specialists
3. Job descriptions
4. Staff training
5. Motivation program for staff
6. Sales and service manual
7. Customer service protocols, scripts of conversations
8. Internal regulations

## JUSTFIT ACADEMY

1. Obligatory basic EMS course for trainers
2. Live workshop for trainers (at your premises)
3. Advanced EMS trainer course
4. Exams & certificates
5. Systematic professional development
6. Regular webinars for further professional development



# END-TO-END SOLUTION - 03. CONTINUOUS SUPPORT

FULL SUPPORT FROM INITIAL STAGES TO DAILY MANAGEMENT



## MARKETING SUPPORT

1. Support of the marketing department of the headquarters
2. Studio website template
3. Access to the latest image photos & videos
4. Access to the latest ready to use creative materials
5. Access to the latest industry reports
6. Access to case studies
7. Regular marketing webinars



## TECHNICAL SUPPORT

1. Priority service
2. Possibility of consultation
3. Fast responding support team
4. Fast problem solving
5. Research & development
6. Continuous product and service innovation



## EDUCATION

1. Regular webinars
2. Live workshops
3. Refresher training for trainers



# FRANCHISE PACKAGES

Justfit has you covered with two franchise packages that cater to different client needs and interests. Whichever package you choose, Justfit offers comprehensive training and support to help you build a thriving business in the booming wellness industry. Join the Justfit family today!

## 01. BODY SCULPTING PACKAGE

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This package includes Justfit EMS and Real EMS devices, giving you the tools to offer clients an effective and efficient full-body workout in just 20 minutes, as well as targeted EMS training for specific body parts. With these devices, you can help clients achieve their fitness goals and improve their overall health.



## 02. ULTIMATE WELLNESS PACKAGE

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This package includes Justfit EMS, Real EMS, and Cryo devices, offering clients a comprehensive 360° service that addresses all aspects of wellness, fitness, and recovery. With EMS training for both whole body and targeted areas, as well as cryo services for recovery, inflammation reduction, and overall wellness, this package offers clients a complete solution for their health and wellness needs.





# BENEFITS OF JOINING THE JUSTFIT FRANCHISE



WORK IN A NEW & GROWING MARKET WITH LITTLE COMPETITION



ENJOY THE FREEDOM OF WORKING FOR YOURSELF - BE THE ARCHITECT OF YOUR FUTURE



HAVE RAPID AND CONCRETE GROWTH OPPORTUNITIES WITH A RETURN ON THE INVESTMENT IN JUST 12-18 MONTHS



DO FUTURE-PROOF BUSINESS IN AN INNOVATIVE AND SUCCESSFUL SECTOR



SATISFY A REAL NEED OF MODERN SOCIETY WITH AN EFFECTIVE SOLUTION



HAVE AMPLE OPPORTUNITIES FOR EXPANDING YOUR BUSINESS



JOIN A COMMUNITY OF LIKE-MINDED PEOPLE



BECOME THE TRENDSETTER FOLLOWED BY OTHER MARKET PLAYERS



## CONTACT US!

Thank you for considering Justfit's franchise opportunity. If you are interested in learning more about it, please don't hesitate to contact us. Our team is ready and eager to answer any questions you may have and help you take the next steps towards owning your own Justfit studio.

We look forward to hearing from you and working together!

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