



FranchiseCanada

is pleased to present

A Special Franchise Focus on

Seniors, Health & Fitness Franchises





SENIORS, HEALTH & FITNESS FRANCHISES



Hale and Hearty

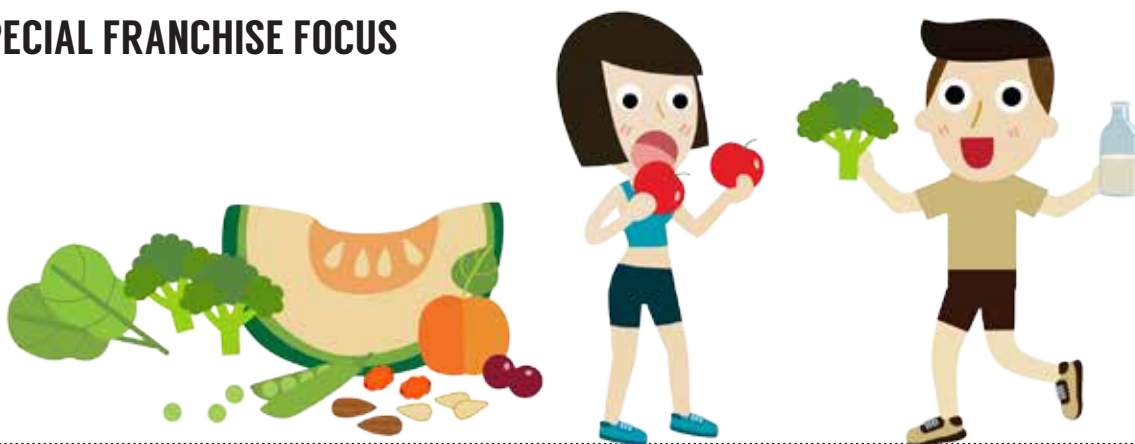
Health, fitness, and senior franchises are focused on keeping Canadians in top form

While many Canadians aren't meeting the recommended physical activity levels or eating the required nutrients outlined in Canada's Food Guide, more and more are looking to change this by focusing on wellness and adopting a healthy outlook. As a result, franchise brands are stepping up to the plate to provide nutritious ingredients and meal options to eat at home or on the go, along with unique and entertaining avenues to help fitness-focused Canucks get the amount of exercise they need.

Canadian demographics are also changing, with more seniors (age 65 and older) in the population than those 14 and younger for the first time. This demographic shift is creating demand for specialized products and service that cater to older Canadians. Luckily, franchise systems and their franchisees are prepared to help. From medical and non-medical in-home care to services that help seniors maintain mobility, proper nutrition, and independence, franchises assisting the growing senior population in Canada provide a variety of services as diverse as the demographic they serve.

Read on to learn more about top franchise systems that are catering toward healthy living for all Canadians, from the youngest to the oldest generations!

SPECIAL FRANCHISE FOCUS



Canadians' Meal Planning Habits

According to *Ricardo's Great Canadian Survey, 2015*:

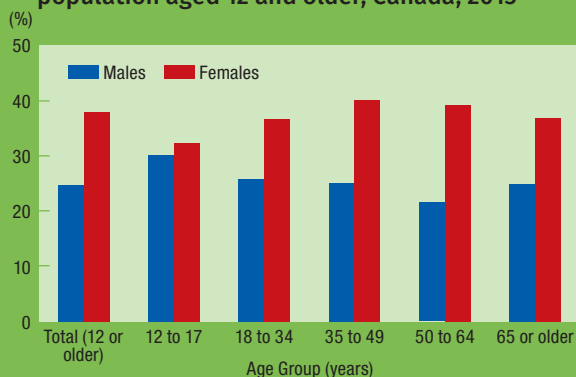


Are Canadians Eating their Fruits and Veggies?

- In 2015, 31.5% of Canadians aged 12 and older, approximately 9 million people, reported that they had consumed fruits and vegetables five or more times per day. Females were more likely than males to report consuming fruits and vegetables five or more times per day. In 2015, 38.0% of females and 24.8% of males reported this level of consumption.

- In 2015, fruit and vegetable consumption was higher among males aged 12 to 17 (30.3%) compared to older males (around 24% for all other age groups), while females aged 12 to 17 (32.3%) reported a lower consumption of fruits and vegetables than older females (around 38% in the other age groups).

Fruit and vegetables consumption, 5 or more times per day, by age group and sex, household population aged 12 and older, Canada, 2015



(Health Fact Sheets: Fruit and Vegetable Consumption, 2015 [Statistics Canada])

9ROUND[®]

30 MIN KICKBOX FITNESS

HOW 9ROUND IS TAKING KICKBOXING FITNESS TO THE WORLD



Step into any of 9Round's 550 locations around the world and you'll feel it. The fastest growing kickboxing fitness gym in the world is electric. A high-energy, exciting environment where individual members and owners are achieving their goals, one full-body, 30-minute workout at a time.

From the inside, it's easy to see how this franchise accomplished in nine years what others aspire to over decades.

A Champion-level Concept

Founded in 2008 by Shannon "The Cannon" Hudson, professional kickboxer and martial artist, 9Round is a champion-level concept born out of passion.

"I knew if I took the grueling workouts from the ring," says Hudson, "and created a non-intimidating, circuit workout, that was convenient, the average person would enjoy the benefits of boxing and kickboxing without getting hit."

With this, Hudson developed a proprietary and copyrighted system of nine challenging work stations. 9Round workouts consist of nine,

three-minute stations of activities that include cardio, weight training, core exercises and kicks and punches on 100-pound, double-end, upper cut and speed bags. Members have a 30-second active break between rounds to recover.

There are no class times, trainers are always on site, and routines change daily, giving members (beginners to professionals) a fresh workout every time they come in.

9Round provides a triple threat approach to fitness. Members are offered full-body workouts, heart rate technology, and nutritional guidance to ensure that they achieve lasting results. "We bring the tools and methods used by professional athletes and fitness gurus to the average person. This coupled with a high-energy, exciting environment allows members to meet their goals quickly and pushes them to stick with it," says Hudson.

Wildly Successful Growth

Nearly nine years after launching its first franchise opportunity, 9Round has grown to more than 550 locations throughout 40 states and 12 countries including the United States, Mexico,


Australia, New Zealand, England, Japan, Saudi Arabia, the UAE, Lebanon, Jordan, Turkey and Canada.

"The opportunities for growth in Canada are exceptional," says Hudson, noting the approximately six million members served by the Canadian fitness industry. "We are very excited about our rapid growth over the past couple of years and look forward to continued expansion in the years to come."

"We've sold 110 licenses in Canada in the last 30 months," said Darko Vasic, 9Round's head of Canadian development. "Many, if not most of our Canadian franchisees come back to secure additional locations, after opening their first gym."

Get Started with 9Round

With a proven business model, a network of dedicated support staff, and hundreds of other franchisees, the 9Round franchise opportunity is breaking the mold in the fitness industry. The company plans to have 1,000 locations by the end of 2018.

"As the saying goes, 'You're in business for yourself but not by-yourself,'" says Hudson. 

For more information on 9Round's franchising opportunity,

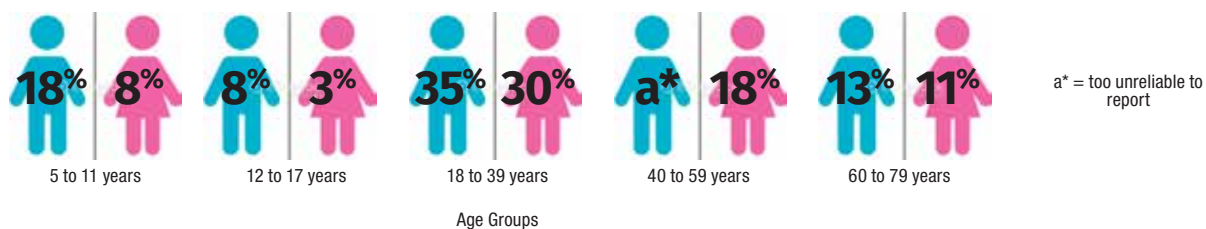
contact Darko Vasic (416.802.2484) or go to www.9round.com/fitness-franchises.

SPECIAL FRANCHISE FOCUS



In 2013, the proportion of people who met the Canadian Physical Activity Guidelines differed by age and sex. It's important to note that different age groups have different guidelines.

Percentage of Canadians meeting the Canadian Physical Activity Guidelines by age and sex, 2013:
(Government of Canada, Health Status of Canadians 2016: Report of the Chief Public Health Officer)



Canadians on the Move

According to the Canadian Health Measures Survey: Activity Monitor Data, released in April of 2017 by Statistics Canada, most children and youth are not meeting recommended activity levels.

It's recommended that children and youth aged 5 to 17 participate in moderate-to-vigorous physical activity (MVPA) for at least 60 minutes per day. Results from the 2014 and 2015 Canadian Health Measures Survey indicate that:

- **Fewer than 1 in every 10 (8%)** of Canadian children and youth are getting the recommended 60 minutes of physical activity every day.
- **Children aged 5 to 11 years (12%)** were more likely to get the recommended 60 minutes of MVPA every day, compared to **youth aged 12 to 17 years (4%)**.
- Boys were more likely than girls to get 60 minutes of MVPA every day, with **12% of boys** achieving the desired result, compared to **4% of girls**.

In order to achieve health benefits, the recommendation for adults 18 and over is to engage in at least 150 minutes of MVPA per week, made up of sessions of activity each lasting at least 10



minutes. **Almost 1 in 5 (18%)** of Canadians meet this recommendation.

The proportion of adults engaging in enough physical activity to meet the recommendation was smallest in the oldest age group (60 to 79 years) when compared with the youngest (18 to 39 years). Approximately **21% of adults aged 18 to 39** were active enough to meet the guidelines, compared with **17% of 40-59-year-olds** and **13% of 60-to-79-year-olds**.

There was no significant difference between the proportion of males (18%) and females (17%) that met the recommendation.

The proportion of Canadians meeting physical activity guidelines has remained stable over time.



NOW AWARDING FRANCHISES ACROSS CANADA

www.my30minutehit.com

THE TESTIMONIALS ARE ENDLESS.

In person and online, 30 Minute Hit members express their love of not just an effective workout but a life changing one. Women fall head over heels with the results they experience, the high energy atmosphere and the supportive community of members, trainers and owners.

A Canadian company with head offices in North Vancouver, BC and with almost 50 locations, 30 Minute Hit is spreading it's women's only, boxing, kickboxing and self defense based circuit training program from coast to coast. The simple and powerful workout is the heart and soul of a simple and powerful franchise model.

Just as the workout suits every age and fitness level, the 30 Minute Hit attracts owners from every background and at every stage of life. The common denominator between them all is a love of fitness and a passion for changing lives.

Franchise owner and mother of 3, Kristi Bieber, had been out of the work force 8 years before she opened her first location in Vernon, BC. Initially "scared senseless" to be not only going back to work but to be

running her own business, Kristi has found the experience rewarding and quickly gained the satisfaction she'd been looking for. "I'd been a member for 5 years and loved everything about the Hit. After researching the franchise opportunity I had to try it and it's been absolutely everything I hoped it would be."

Just as the members support each other during their workouts, Kristi feels the support between owners has been an integral part of her success. "Better together" is a motto I heard other owners use when I first joined the team, and I quickly discovered this to be absolutely true." She says no one is ever too busy to lend a hand, pick up the phone, write an encouraging email, or offer support in anyway they can.

The community feeling filters down from the co-founders, Jackson and Deanna Loychuk. Burnaby 30 Minute Hit owner, Teri Brewer, says Jackson and Deanna "are not your typical franchise owners. They have such devotion to this company and are always there to help you make your Hit the best it can be. They are fantastic leaders and beyond passionate about what they do."

Although there is undeniably a 'family feeling' within the franchise, Jackson and Deanna are business savvy and clearly dedicated to making each location as successful as possible. They have invested heavily in developing sophisticated online marketing systems and business management tools. The unprecedented support and technology they provide their franchisees is garnering international recognition for 30 Minute Hit within franchise networks. The systems they've developed are designed to help each owner grow their business quickly and to efficiently manage the operations aspect of each 'Hit', allowing owners the freedom to design the lifestyle they desire.

CEO Jackson Loychuk, says the future for 30 Minute Hit is bright. "We're experiencing tremendous momentum and interest from all over the globe. It's a thrilling time to be part of the community and to touch lives worldwide."

To read testimonials of members and owners and to find out more information about how you can join the 30 Minute Hit movement, go to my30minutehit.com. ■

SPECIAL FRANCHISE FOCUS



Canada's Aging Population

From 2011 to 2016, Canada registered the largest increase in the proportion of seniors since Confederation, as the first baby boomers started reaching the age of 65 in 2011.

- The first baby boomers turning 65 in 2011 led to the largest increase (+20.0%) in the number of people 65 years of age and older in Canada in 70 years. By comparison, Canada's overall population grew by 5.0% from 2011 to 2016, and the number of children 14 years of age and younger increased by 4.1%.
- As a result of the rapid increase in the number of people 65 years of age and older since 2011, 2016 marked the first time that the census counted more seniors (5.9 million) than children 14 years of age and younger (5.8 million).

- For the first time, the share of seniors (16.9%) – the share they represent of the total Canadian population – exceeded the share of children (16.6%). The increase in the proportion of seniors from 2011 to 2016 was the largest observed since 1871, which shows that the Canadian population is aging at a faster pace.

- In 2016, almost 1 in 5 people in the Atlantic Provinces was 65 years of age and older – the highest proportion in the country.

(Age and sex, and type of dwelling data: Key results from the 2016 census [Statistics Canada])

Ready to Help People Look Good and Feel Great?

ADVERTORIAL

FOOT SOLUTIONS



Foot Solutions is the world's largest specialty wellness franchise focused exclusively on helping people feel good from the feet up, with:

- Individualized Holistic Foot Analysis
- Top-quality Customized Orthotics
- Expertly-fitted stylish shoes for work, dress & play

If you want a business that gives back to your community and improves the conditions of people with conditions including diabetes, arthritis and more, Foot Solutions might be the perfect fit for you:

Reasonable Hours | High Margins | Not Seasonal
Low Labor Requirements | Not Impacted by Economy
Top-growing 40+ Market | High Consumer Retention

Opportunities: \$85,000-\$240,000 Single & Multi Unit
Options: Small footprint brick & mortar, mobile or kiosk

For more information:

Call 770.955.0099

Email fscorp@footsolutions.com

Visit www.footsolutionsfranchise.com