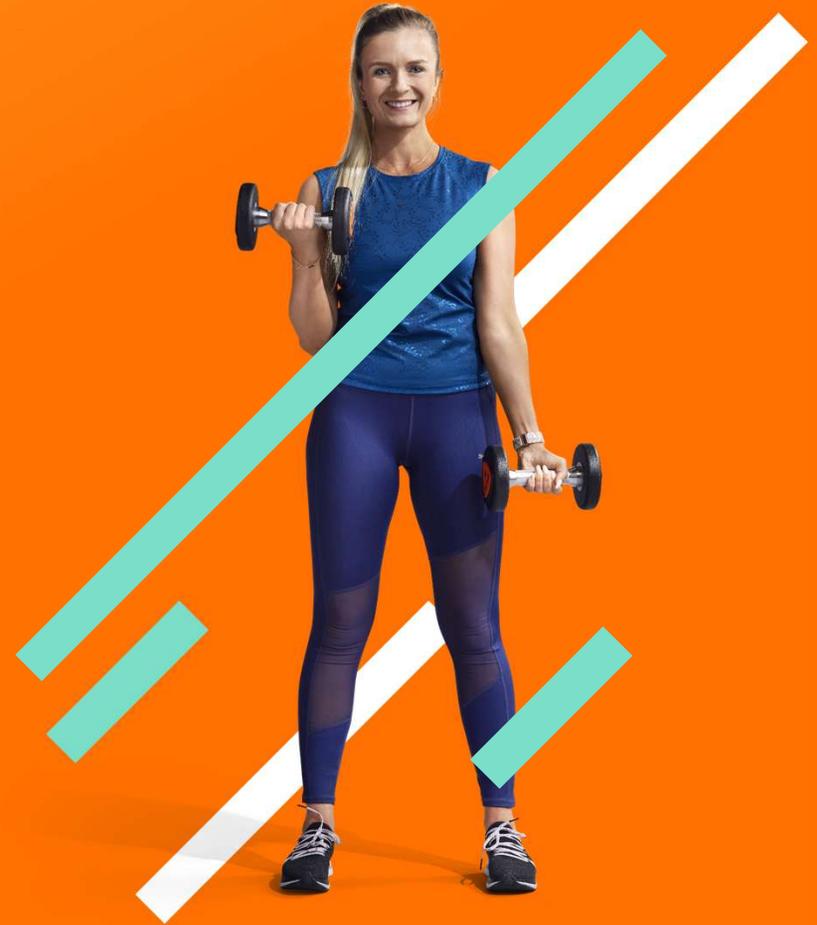


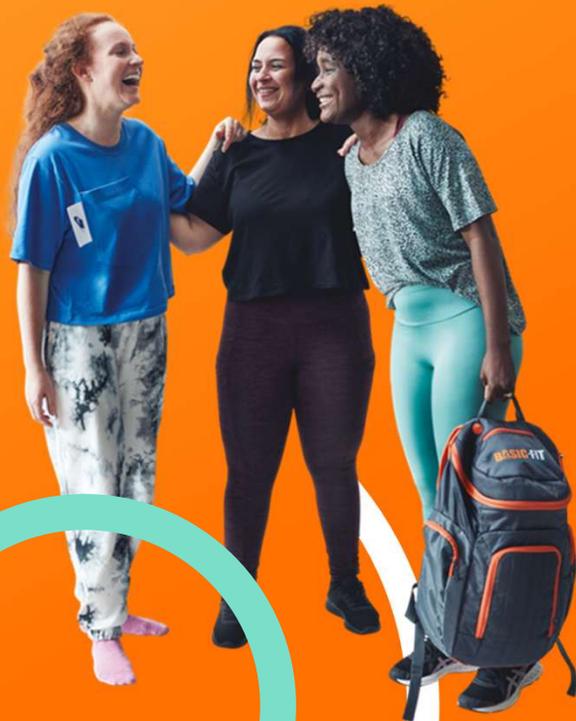
BASIC-FIT INVESTOR PRESENTATION

SEPTEMBER 2025



BASIC-FIT

TABLE OF CONTENTS



- 01** Recap H1 2025
- 02** History & track record
- 03** The opportunity
- 04** Our growth strategy
- 05** Why our model works
- 06** Appendix

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RECAP H1 2025

**ON TRACK TO ACHIEVE
2025 TARGETS**

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HIGHLIGHTS H1 2025

ON TRACK TO ACHIEVE 2025 TARGETS




Clubs

1,628
Up 6% year-on-year
(up 9% based on avg. YoY)



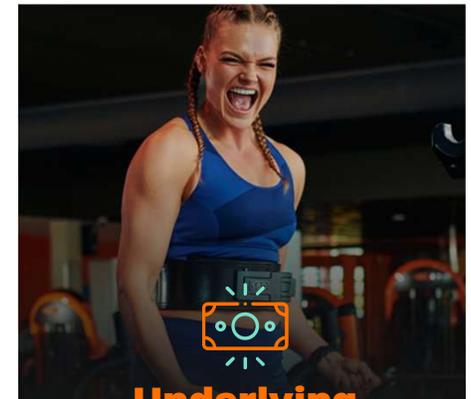

Memberships

4.51 million
Up 10% year-on-year




Revenue

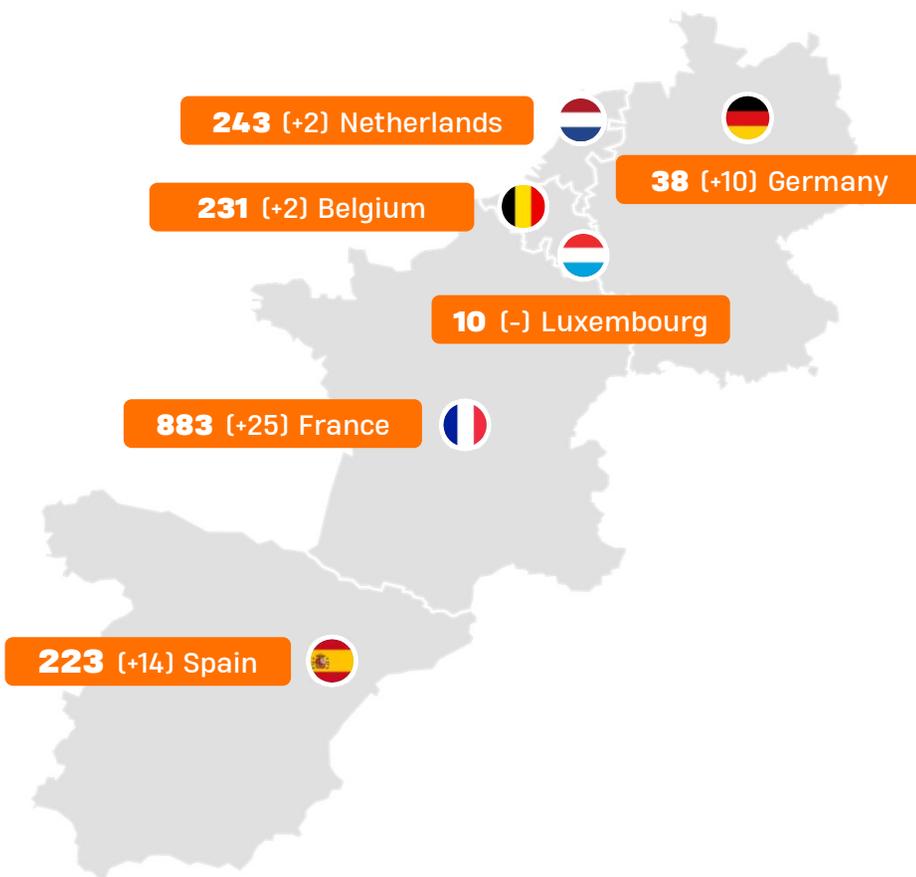
€677 million
Up 16% year-on-year




Underlying EBITDA less rent

€150 million
Up 8% year-on-year

53 NET OPENINGS IN H1 25



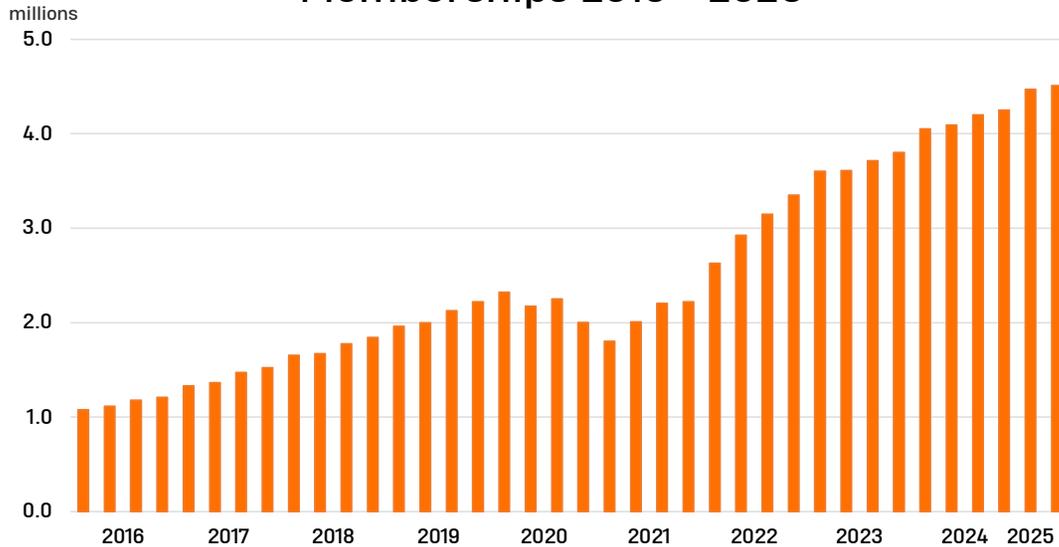
Increase in club count versus year-end 2024

- 🔑 1,628 clubs compared with 1,537 at the end of H1 2024
- 🔑 Market leadership extended in France: net club growth 25 to 883 clubs
- 🔑 Sustained growth in Spain: net club growth of 14 to 223 clubs
- 🔑 Germany: 10 clubs opened, total 38

4.51 MILLION MEMBERSHIPS

10% YOY MEMBERSHIP GROWTH

Memberships 2016 - 2025

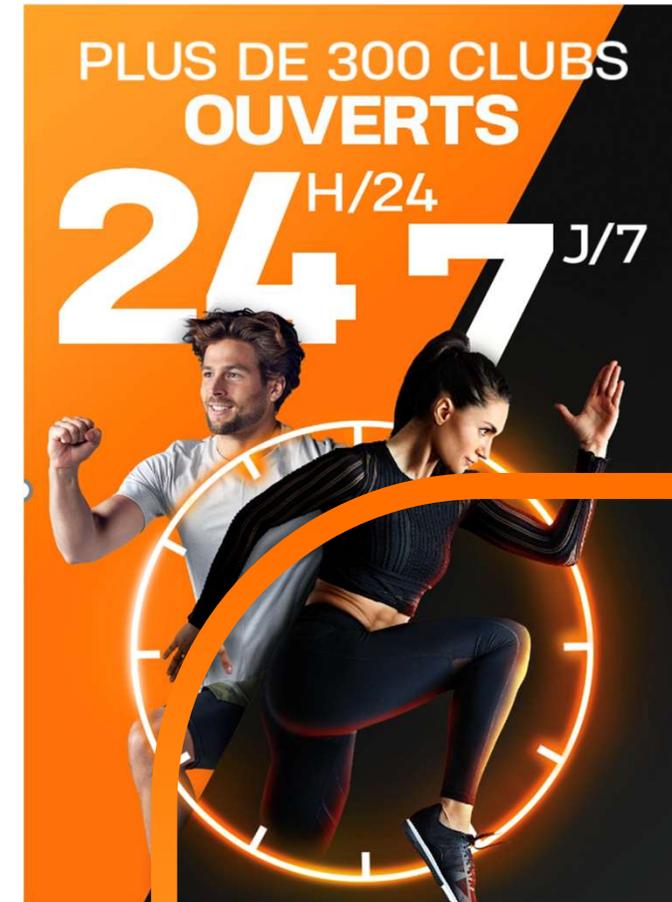


- 🔗 Growth was recorded in all countries:
 - Strong performance in France and Spain
- 🔗 Increased membership base by 256K in H1 2025, 177K organic growth in H1 2024
- 🔗 YoY membership base increased by 418K (10% increase)
- 🔗 Yield per member increased to €24.73 (4% increase YoY)

24/7 CLUBS

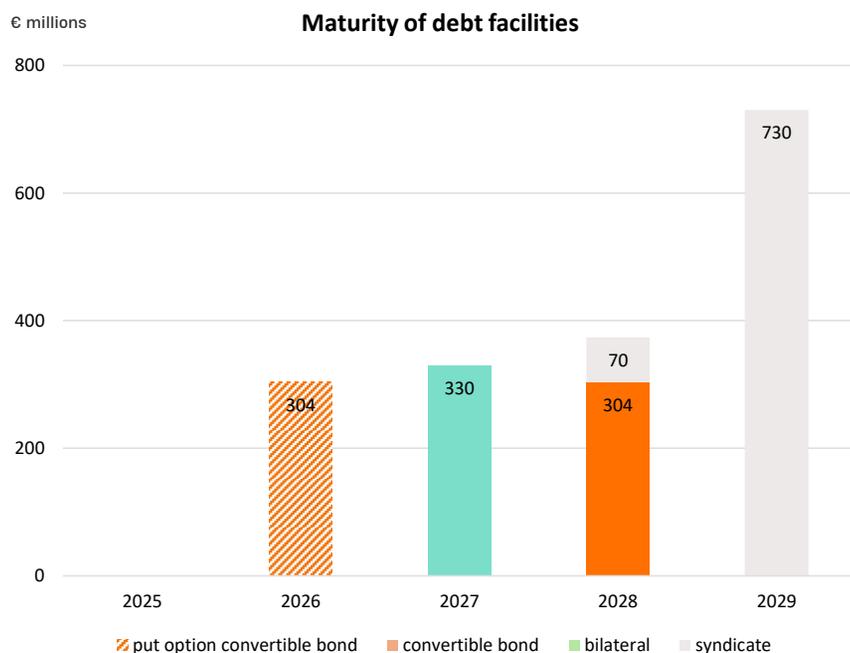
KEY MARKETS: BENELUX, FRANCE, SPAIN, GERMANY

- 🔗 France, Spain and Germany are moving towards the 24/7 format
- 🔗 France: staffed until regulation change
- 🔗 France: flexibility in workforce options until more clarity on regulation
- 🔗 Ingrowth as expected in all club geographies; justifying investments in 24/7 clubs



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SOLID FINANCING STRUCTURE

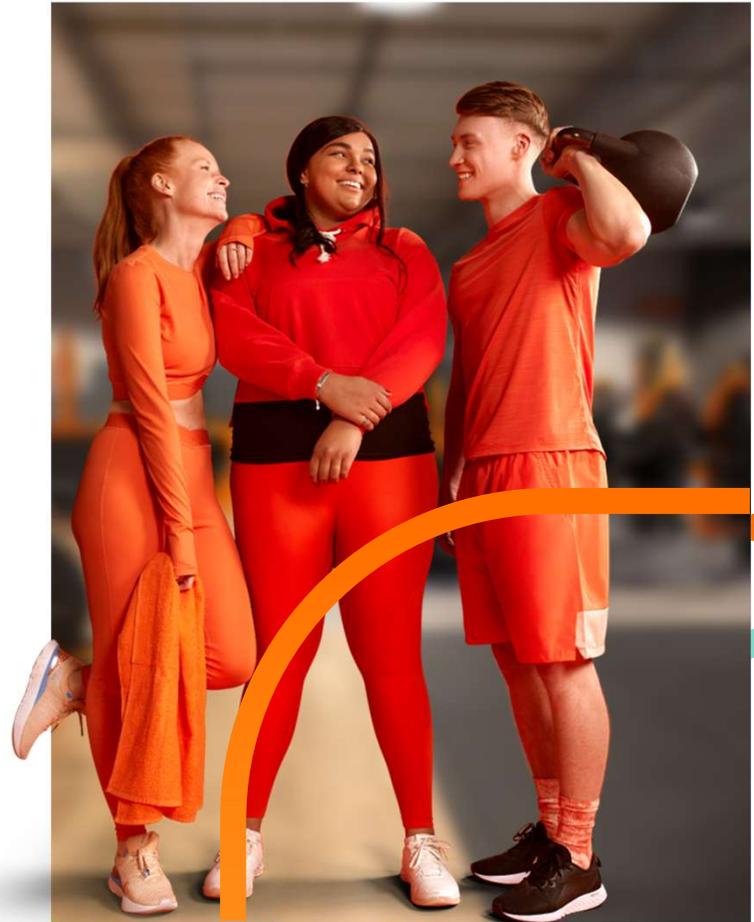


* Convertible bondholders have a put option for an early redemption in June 2026.

- 🔗 Syndicated facilities: €800M (€70M repayable June 2028 & €730M repayable June 2029)
- 🔗 Bilateral of €330M repayable June 2027
- 🔗 Convertible bond €303.7M; maturity June 2028 (put option June 2026), conversion price €50.63/share
- 🔗 Net debt/adj. EBITDA ratio of 2.7 (Jun 2024: 2.8)
- 🔗 Target net debt/adj. EBITDA ratio below 2.0 in 2026
- 🔗 Available liquidity of €395M at end June 2025

OUTLOOK 2025 REITERATED*

- 🔗 Approximately 100 club openings in 2025
- 🔗 On track to meet revenue guidance of €1.375B - €1.425B
- 🔗 On track to meet underlying EBITDA less rent of €330M - €370M
- 🔗 Started €40M share repurchase programme
- 🔗 Expect to achieve positive FCF in 2025
- 🔗 Expect to launch franchise platform before year-end



OUTLOOK 2025

CONTINUED STRONG GROWTH IN REVENUE AND UNDERLYING EBITDA LESS RENT



Continued robust growth of our network and membership base



Revenue between €1.375 - €1.425 billion



Underlying EBITDA less rent €330 - €370 million



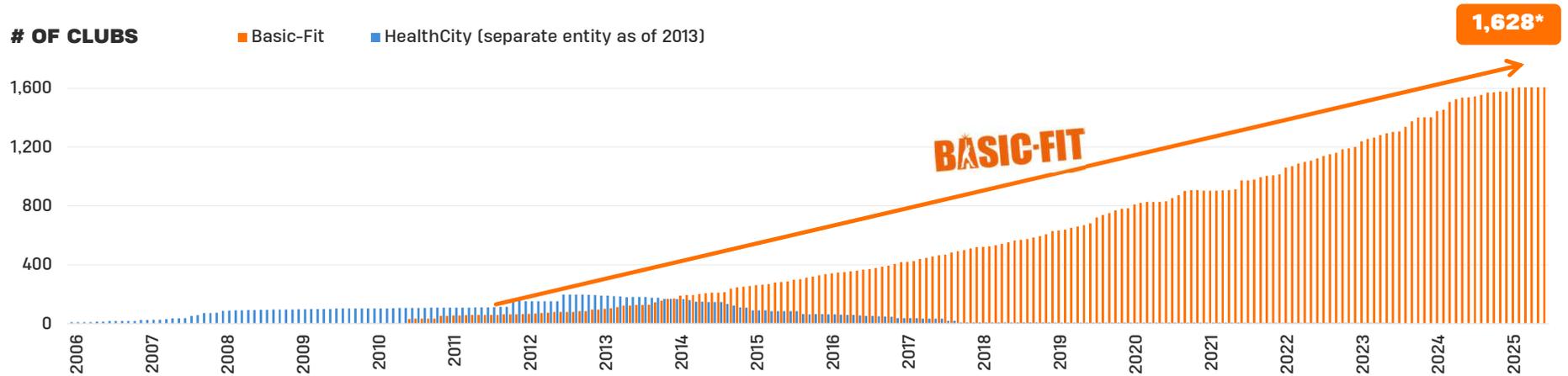
Overhead incl. marketing as a percentage of revenue to come down to 11.5% - 12.0%

HISTORY & TRACK RECORD

BASIC-FIT

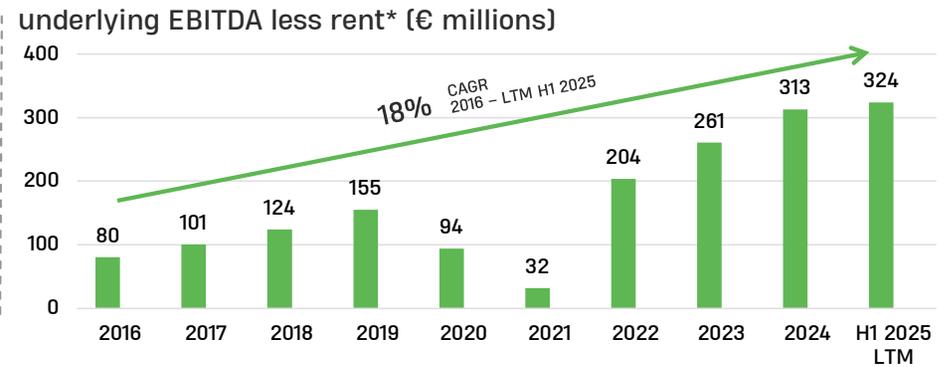
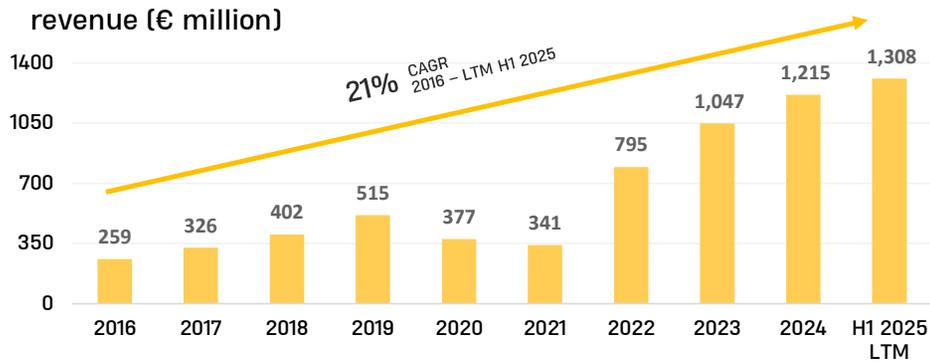
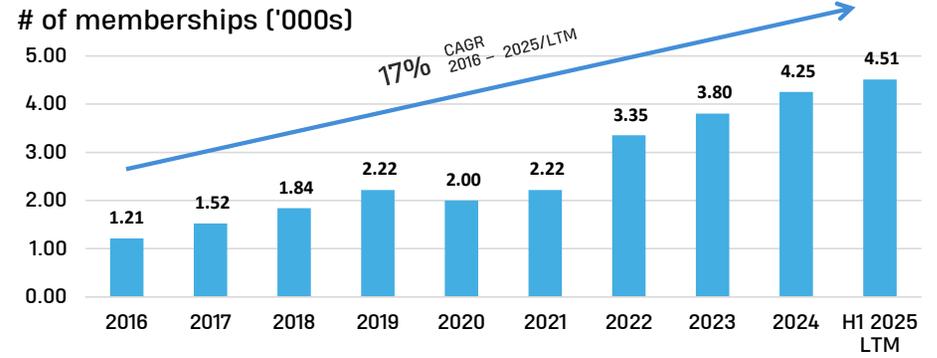
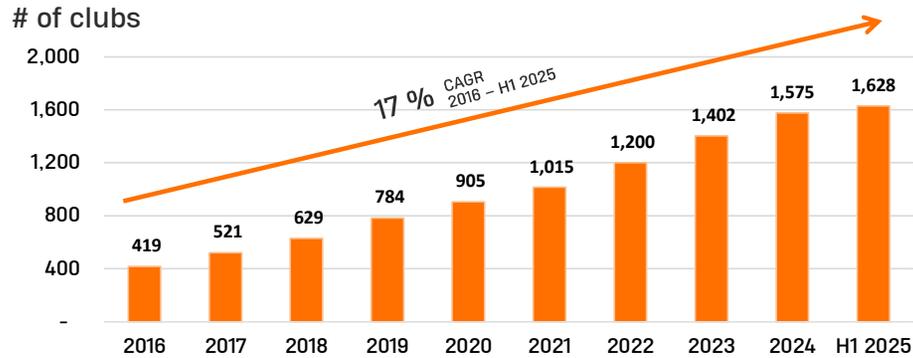
HISTORY OF BASIC-FIT

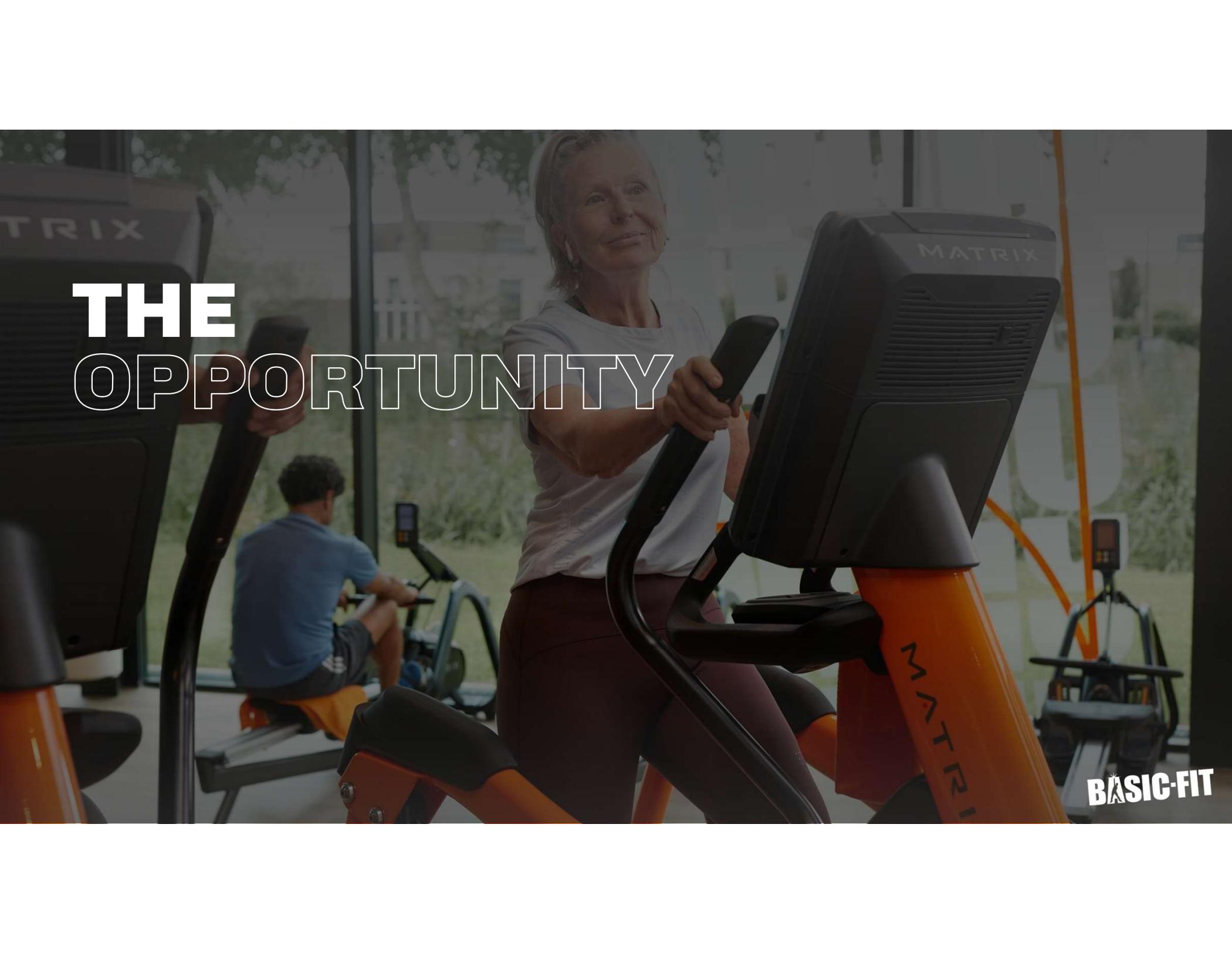
A LONG TRACK RECORD OF GROWTH IN THE FITNESS SPACE



CONTINUED DELIVERY OF STRONG GROWTH

ALL KPI'S HAVE DOUBLE DIGIT CAGRs BETWEEN 2016- H1 2025



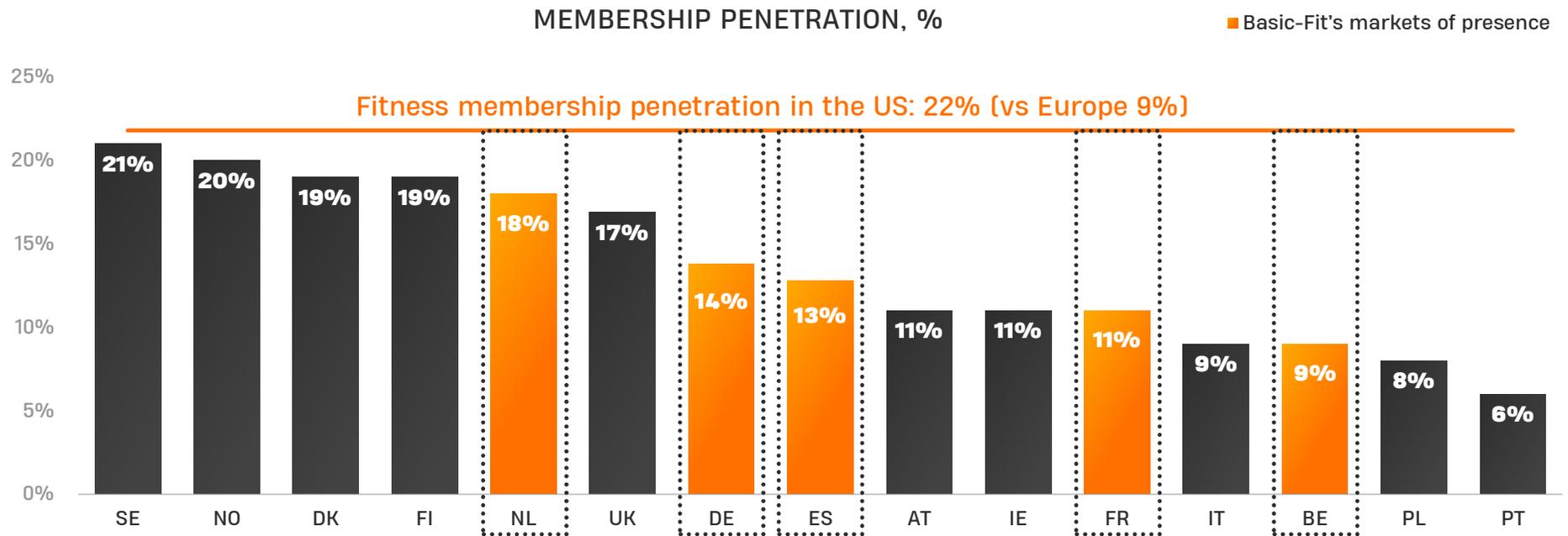
A woman with grey hair, wearing a white t-shirt and dark leggings, is smiling while exercising on a Matrix elliptical machine. The machine is orange and black with 'MATRIX' written on the console and frame. In the background, another person is visible on a similar machine, and large windows show an outdoor area with trees and a building. The overall scene is bright and positive.

THE OPPORTUNITY

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EUROPEAN FITNESS MARKETS FAR FROM MATURE

PROVIDING ACCESS TO HIGH VALUE & LOW-PRICE FITNESS WILL DRIVE MEMBERSHIP GROWTH IN IMMATURE MARKETS



FITNESS PERFECTLY FITS NEEDS OF MILLENNIALS AND GEN Z INCREASED AWARENESS OF HEALTH & WELLNESS



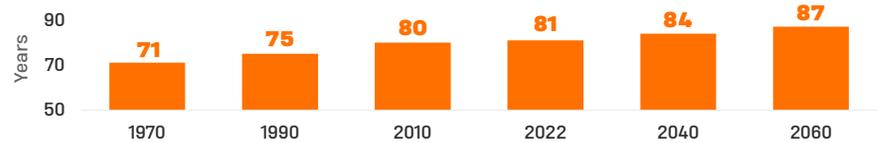
Wellness

For Millennials, wellness is a daily, active pursuit. They're exercising more, eating smarter and smoking less than previous generations. They're using apps to track training data, and online information to find the healthiest foods. And this is one space where they're willing to spend money on compelling brands.

% OF 12TH GRADERS WHO DISAPPROVE OF PEOPLE 18 OR OLDER SMOKING 1 OR MORE PACKS OF CIGARETTES A DAY	1998	2022
	69%	86%

Source: monitoringthefuture.org

RISE IN LIFE EXPECTANCY – EUROPEAN UNION^(a)



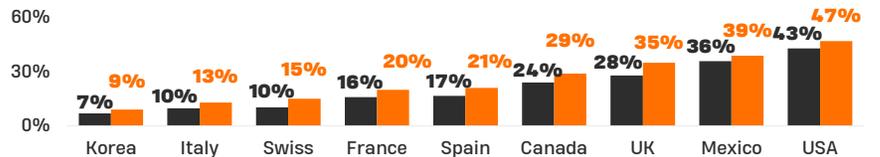
INCREASE IN DIABETES – GLOBALLY^(b)



GROWING OBESITY^(c)

OBESITY AMONG ADULTS, 2017 OR NEAREST YEAR, 2030 ESTIMATE PER OECD

■ Most recent ■ 2030E



Source:

(a) Eurostat, Life expectancy at birth. Forecasts are average of male/female data based on unweighted averages of all EU countries

(b) International Diabetes Federation (Factsheet 2021 and IDF Diabetes Atlas, 10th edition 2021): Figures are estimates for people between 20-79 years of age, * These years are projections

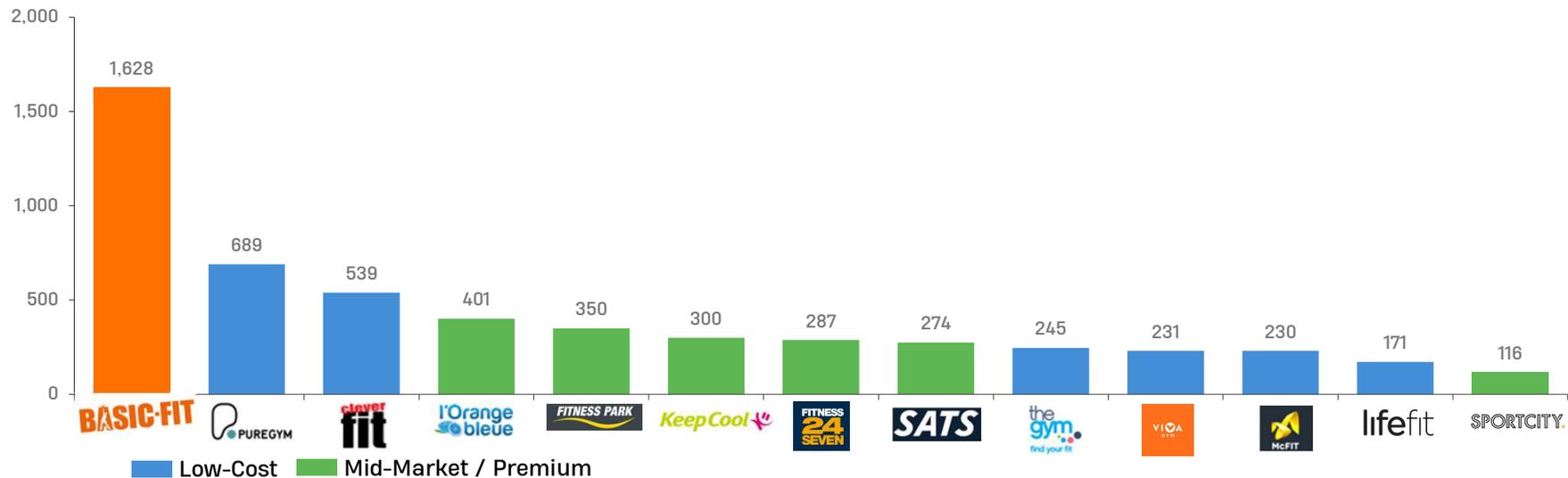
(c) OECD Health Statistics 2023, OECD Health Statistics 2017 & 2018. 2030E: OECD analysis of national health survey data.

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BASIC-FIT'S COMPETITIVE LANDSCAPE

THERE ARE ONLY A FEW LARGE VALUE-FOR-MONEY FITNESS CHAINS

Countries	6	5	5	2	3	2	4	5	1	2	3	2	1
HQ based													
Avg club size (sqm)	1,400 – 1,500	500 – 2,200	700 – 1,500	500 - 600	1,500	300 – 1,500	n/a	n/a	750 – 1,400	n/a	1,200–2,000	n/a	1,500–2,000
Franchise	No	In Asia	Mainly	Mainly	Mainly	Mainly	No	No	No	Mainly	No	No	No



OUR GROWTH STRATEGY



BASIC-FIT

OUR GROWTH PILLARS



New club rollout

- Significant white space potential in existing geographies
- Visible and secure rollout pipeline
- Proven model that can be applied to expansion in new markets



Maturation of existing estate

- Visible and consistent maturity profile for new openings
- A new club reaches maturity in year 3 with an average memberships level of approx. 3,250 (medium term)
- Potential for further memberships growth utilising club capacity



Yield management & other revenue

- Basic-Fit is committed to keeping memberships fees low
- Increase membership yield by offering value-added products and services
- Other revenue sources from day-passes, vending machines, licensed personal trainers and physio



LARGE WHITE SPACE POTENTIAL

3,000-3,500 CLUBS POTENTIAL BY INCREASING THE FITNESS PENETRATION AND MARKET SHARE GAINS

	06/2025	GOAL	HOW
	243 clubs	350 clubs	Clusters
	241 clubs	350 clubs	Regional clubs
	883 clubs	1,200 clubs	Big cities / Paris / IdF / regional clubs
	223 clubs	450-700 clubs	Focus on urban areas
	38 clubs	650-900 clubs	Larger cities first

CLUSTER STRATEGY CLUSTER STRATEGY ENHANCES MARKET POSITION AND INCREASES PENETRATION

- 🔗 A club can be built in a catchment area with at least 30K inhabitants
- 🔗 The number of clubs that we open in an area depends on the total membership potential
- 🔗 Simultaneous fit-out of cluster clubs
- 🔗 Operational advantages for regional managers and marketing synergies
- 🔗 Optimally set to benefit from increase in fitness penetration



Note: example city with 100k inhabitants

BASIC-FIT

EXPLORING FRANCHISE OPPORTUNITIES

MAXIMISING FUTURE GROWTH & RETURNS

IN A FRANCHISE MODEL, WE CAN LEVERAGE

- 🔗 Our own technology and automation capabilities
- 🔗 Our site selection and construction competencies
- 🔗 Our expertise and scale-benefits to build at low-cost
- 🔗 Our expertise to operate at low-cost



POTENTIAL BENEFITS

- 🔗 Faster growth opportunities
- 🔗 Operate in more countries
- 🔗 Revenue fee income
- 🔗 Marketing contribution
- 🔗 Services income
- 🔗 Increasing purchasing power



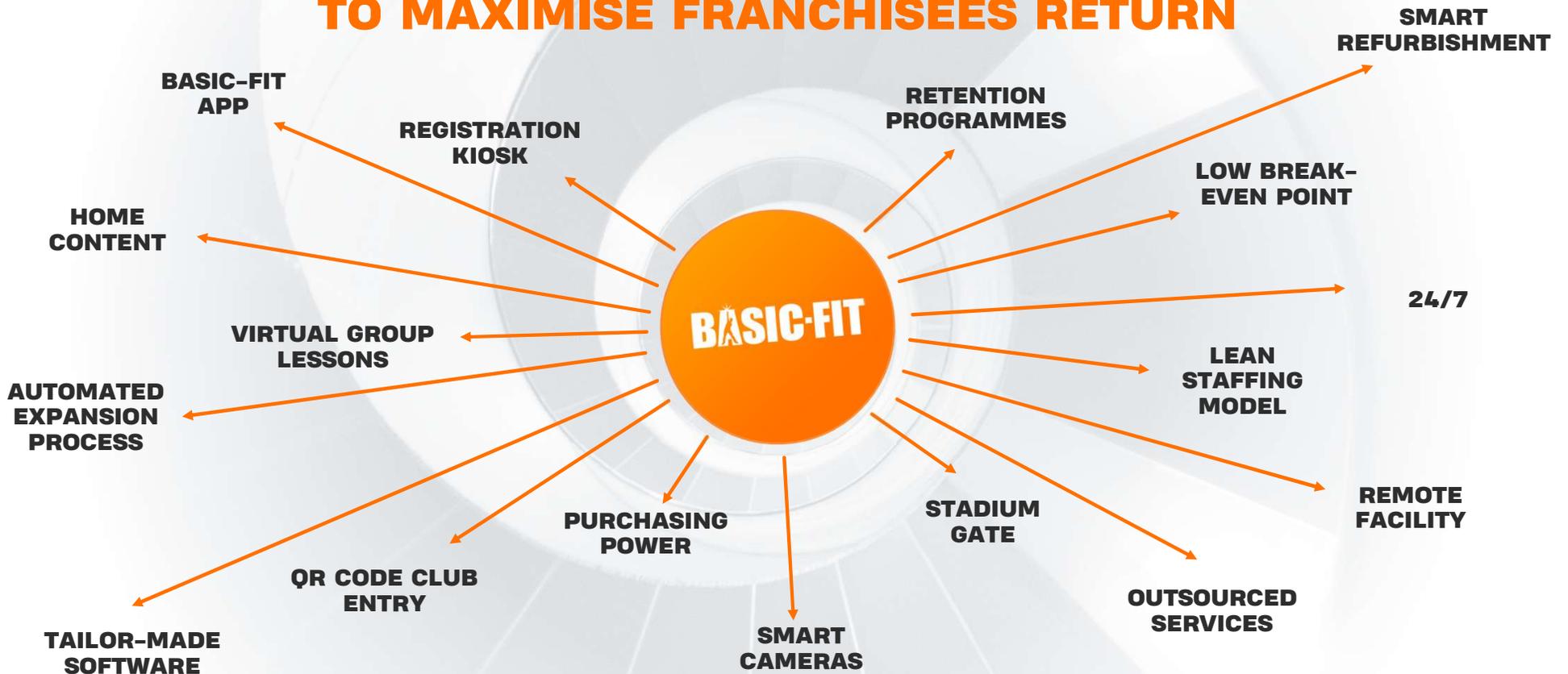
POSSIBLE OUTCOMES

- 🔗 Start franchise on our own
- 🔗 Buying an established franchise operator
- 🔗 Cooperation with an experienced franchise operator



Next step: More details on franchise platform in 2H 2025

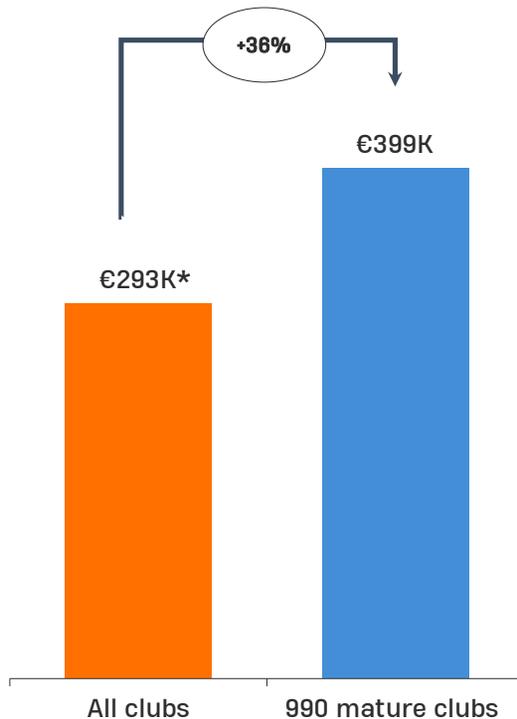
OFFERING UNIQUE PACKAGE AND EXPERIENCE TO MAXIMISE FRANCHISEES RETURN



BASIC-FIT

EMBEDDED GROWTH POTENTIAL FROM MATURATION

CLUB MATURATION DRIVES EBITDA GROWTH



- Underlying club EBITDA increases with maturation of network
- Short-term: average mature club EBITDA less rent initially impacted by inflated cost base and to improve during 2025 as yield per member increases
- Longer-term: underlying club EBITDA less rent potential of €628 million based on 1,575 mature clubs with 2024 mature club profitability

* €293K amount is based on 2024 underlying club EBITDA less rent, divided by number of clubs year-end 2024

OTHER REVENUE

4%* OF TOTAL REVENUE, HIGHLY PROFITABLE

PT & PHYSIO

- 1,149 clubs with personal trainers
- 295 clubs with physio
- Physiotherapists and PTs pay rent fees to Basic-Fit
- PT intro session

 **Personal Trainer**
Local entrepreneurs renting space inside Basic-Fit clubs
€500 - €1,500 p/m licence fee



DAY PASS

- For one-time visits
- Sold at kiosks at the clubs
-  Day pass
€9.99

VENDING

-  Broad and high-quality selection of relevant products
-  Vending
Sports nutrition



BASIC-FIT MEDIA

-  DOOH advertising and partner product sales



 In club narrow casting and online product sales

NXT Level

-  Basic-Fit's sports nutrition brand
-  Retail, Vending & Webshop
Sports nutrition



* Based on 2024 Group revenue

24/7 CONNECTION WITH OUR MEMBERS

CLUB

ALWAYS PART OF LIFE

HOME

Audio workouts club

Club training app

Kiosk

QR code reader

Body analyser

WiFi access app

Basic-Fit app central communication hub

Audio workouts home

Customer journey e-mail

Home training app

GXR video platform

Personal online coach

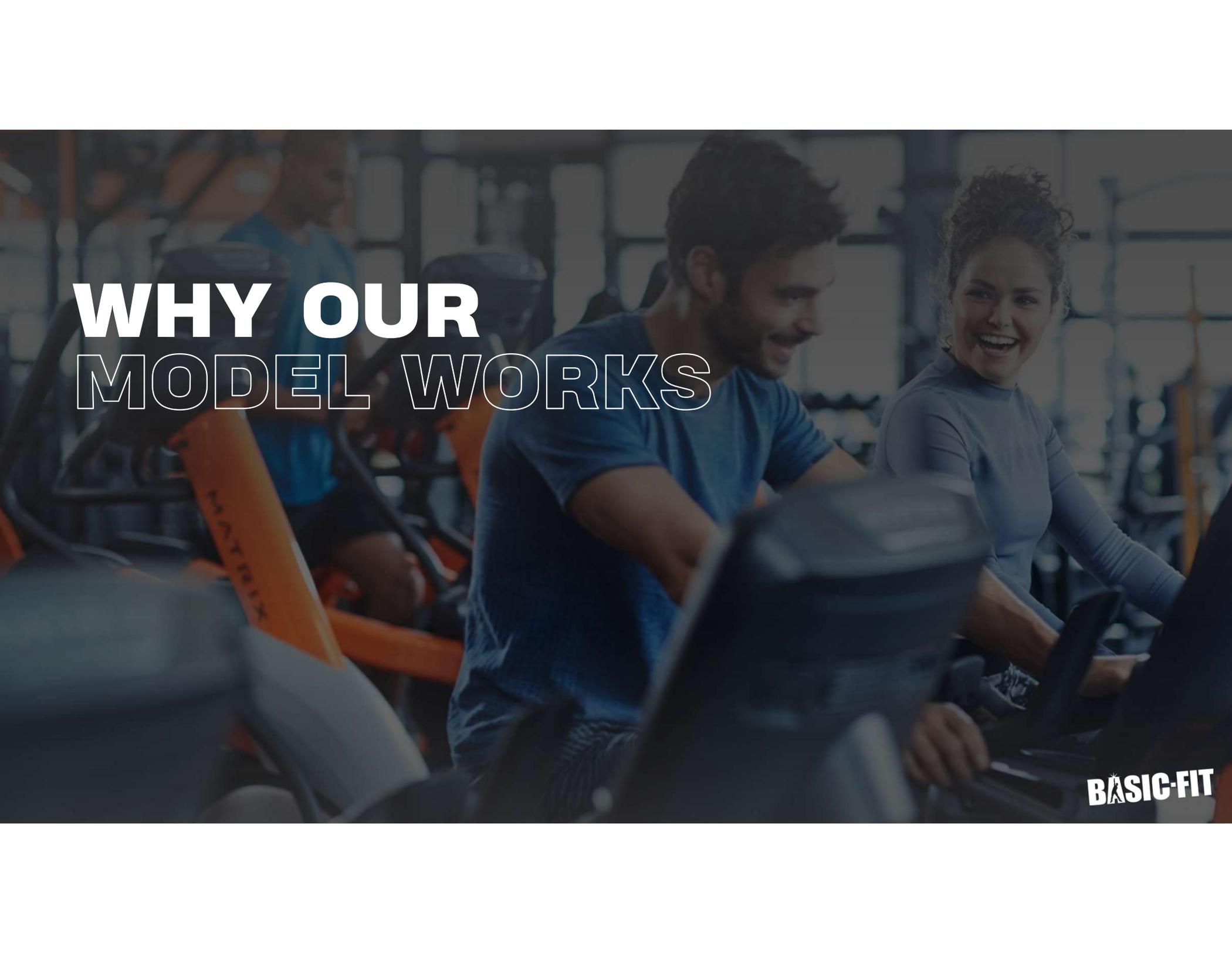
Chat assistant

Home bike

My Basic-Fit

Recipes & nutrition advice

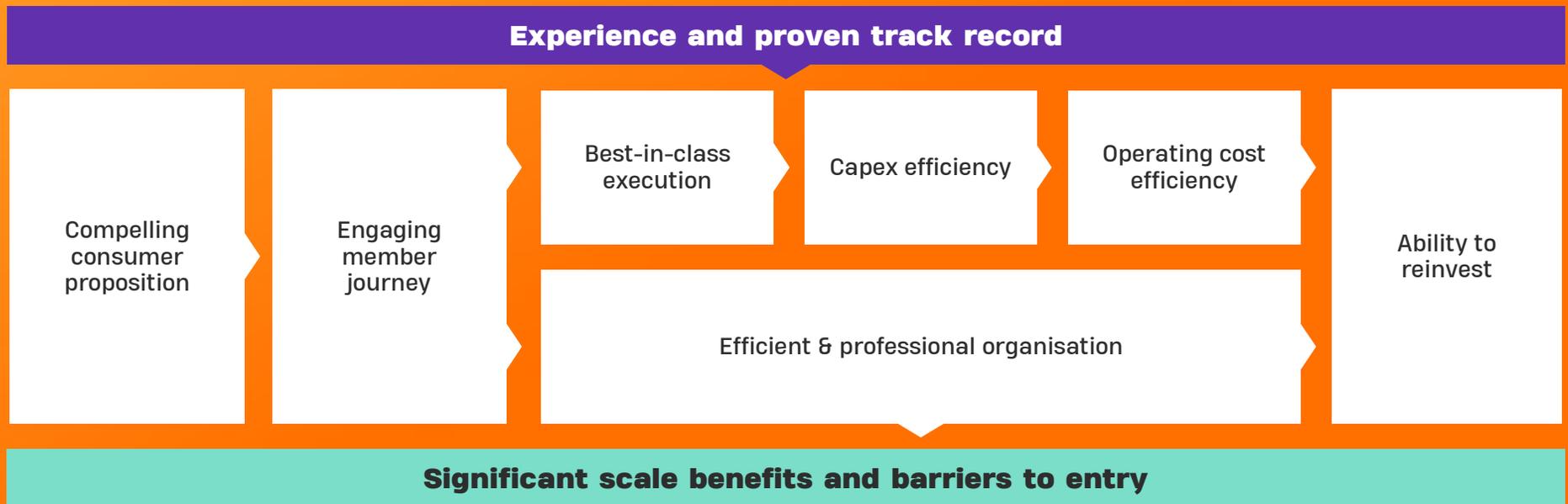
WE AIM TO REACH 15 MILLION PEOPLE BY 2030 TO HELP THEM IMPROVE THEIR HEALTH AND WELL-BEING

A man and a woman are smiling and working out on treadmills in a gym. The man is in the foreground, wearing a blue t-shirt, and the woman is behind him, wearing a light blue long-sleeved top. They are both looking towards the right. The background shows other gym equipment and a person in a blue shirt. The overall scene is dimly lit with a blue tint.

WHY OUR MODEL WORKS

BASIC-FIT

BASIC-FIT HAS A PROVEN AND SCALABLE BUSINESS MODEL



COMPELLING CONSUMER PROPOSITION WE MAKE AFFORDABLE FITNESS AVAILABLE FOR ALL

High quality estate



State of the art equipment



Exciting exercise programmes



AFFORDABLE MEMBERSHIP OPTIONS

CURRENT OFFER IN FRANCE*

COMFORT

€24,99

/ 4 semaines



Profite de 2 semaines offertes!

- ✓ Accès illimité à tous les clubs de France!
- ✓ Application Basic-Fit avec plus de 1000 séances
- ✓ Un suivi complet de vos progrès dans l'application
- ✓ S'entraîner à tout moment dans nos clubs ouverts 24h/24 et 7j/7

CHOISIR COMFORT

€19,99 de frais d'inscription

PREMIUM

€29,99

/ 4 semaines



Profite de 2 semaines offertes!

Tous les avantages **Comfort**, et :

- ✓ Accès illimité à tous les clubs d'Europe!
- ✓ Invitez un(e) ami(e) chaque semaine
- ✓ Utilisation illimitée des fauteuils de massage

CHOISIR PREMIUM

€9,99 de frais d'inscription

MEILLEUR RAPPORT QUALITÉ-PRIX

ULTIMATE

€34,99

/ 4 semaines



Profite de 2 semaines offertes!

Tous les avantages **Premium**, et :

- ✓ Invitez toujours un(e) ami(e)
- ✓ Possibilité de geler votre abonnement
- ✓ Yanga Sports Water inclus

CHOISIR ULTIMATE

€1,00 de frais d'inscription

INTERACTIVE TECH-ENABLED MEMBER EXPERIENCE TECHNOLOGY ENHANCES THE CUSTOMER EXPERIENCE WHILST KEEPING COSTS LOW

Sign-up

Kiosk & Online registration

- Seamless self-service sign up and membership changes
- 24/7 online sign up & support



Enter club

Stadium Gate

- Secure & controlled entry
- QR code required to enter (physical pass optional)
- Track visit statistics



24/7 Customer Service

Digital Customer Support integrates AI and Live Chat

- Live chat on web and social media for customer support
- Artificial intelligence used for conversions
- Live chat with a fitness expert in-app



Follow the pros

GXR

- Fitness without boundaries
- Classes offered every hour in the club and on-demand at home



Get exercise instructions

Virtual Coach

- Virtual instructor on the main club floor
- Track progress with body composition scale
- Discover exercises with technique tips and find the best training programme



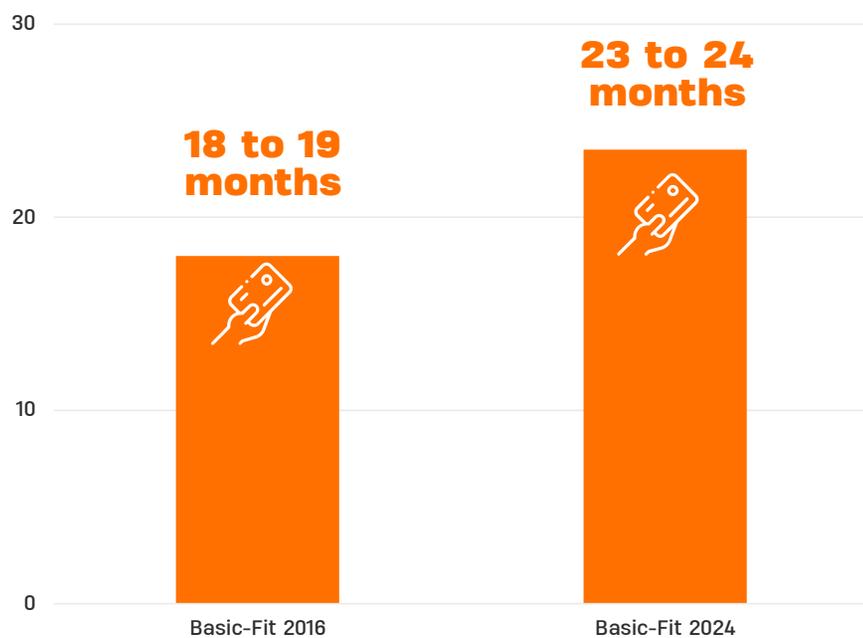
Stay engaged outside the box

Basic-Fit App

- Over 500 training programmes/workouts
- Training options for in-gym and at home
- Food app with comprehensive food database
- Video platform with GXR



ENGAGING MEMBER JOURNEY



BASIC-FIT HAS A LONGER LENGTH OF STAY THAN THE AVERAGE FITNESS CLUB

- 🔗 Basic-Fit has a longer average length of stay than the fitness industry in general and our figure is growing
- 🔗 Our average length of stay (LoS) at the time of our IPO was 18-19 months and we are currently at 23-24 months
- 🔗 The international fitness market's LoS is less than 12 months

BASIC-FIT

WELL STRUCTURED APPROACH TO SITE SELECTION DRIVEN BY TECHNOLOGY, LOCAL MARKET INSIGHTS AND EXPERIENCE



Research

- 🔗 Nationwide sourcing of sites (via real estate agencies)
- 🔗 White spot analysis
- 🔗 Requirement of site size 1,200-2,500sqm
- 🔗 Dense population catchments
- 🔗 Highly visible locations / easy access to parking
- 🔗 Close to major transport hubs
- 🔗 Competition analysis
- 🔗 Demographic analysis
- 🔗 Proprietary mapping tools



Analysis

- 🔗 New club analysis (i.e. costs and memberships development)
- 🔗 Estimated returns and payback
- 🔗 Contractor appraisal of construction costs



Approval / Negotiation

- 🔗 Business manager, property manager and CEO/CFO approval
- 🔗 Legal process
- 🔗 9-10 year lease with rent free periods
- 🔗 Pricing terms i.e. monthly rent payments and bank guarantee
- 🔗 Permit application



New Club Opening

- 🔗 Fit-out complete
- 🔗 HQ and country recruit and appoint Club team
- 🔗 Pre-opening marketing / website
- 🔗 Pre-opening membership sales
- 🔗 Real time tracking of performance

DATA ANALYSIS

DETAILED ANALYSIS REMAINS FUNDAMENTAL TO OUR COMPETITIVENESS



Drive Time Analysis



Inhabitants



Age
distribution



Other
demographics



Fitness
penetration



Competitors



Competitor
analysis



Market
share



Members

APPENDIX

BASIC-FIT

ALTERNATIVE PERFORMANCE MEASURES

Term	Definition
Club EBITDA	EBITDA before overhead costs and net result from non-club revenue (webshop and NXT Level)
Club EBITDA margin	Club EBITDA as a percentage of club revenue
Underlying club EBITDA less rent	Club EBITDA adjusted for exceptional items and minus invoiced rent costs of opened clubs
Underlying club EBITDA less rent margin	Underlying club EBITDA less rent as a percentage of club revenue
Overhead	Total costs related to (local) headquarters, including all IT development, customer care and marketing
EBITDA	Profit (loss) before interest, taxes, depreciation, amortisation and COVID-19 rent credit
EBITDA margin	EBITDA as a percentage of total revenue
Underlying EBITDA less rent	EBITDA adjusted for exceptional items and minus invoiced rent costs
Underlying EBITDA less rent margin	Underlying EBITDA less rent as a percentage of total revenue
Exceptional items	Exceptional items include start-up costs for new countries, costs related to club closures and other costs or profits that are of a one-off nature or do not reflect the normal operations of the business
EBIT	Profit (loss) before interest and taxes
Underlying net result	Net result adjusted for IFRS16, PPA amortisation, IRS valuation differences and non-cash convertible bond interest charges, exceptional items, one-offs and the related tax effects
Basic underlying EPS	Underlying net result divided by the weighted average number of shares
Diluted underlying EPS	Underlying net result divided by the weighted average number of diluted shares
Net debt	Total of long-term and short-term borrowings and IFRS16 lease liabilities, less cash and cash equivalents
Net debt (excl. lease liabilities)	Total of long-term and short-term borrowings, less cash and cash equivalents
Mature club ROIC	Underlying mature club EBITDA less rent as a percentage of the initial investment to build a club
Mature club	Club that has been open for 24 months or more at the start of the year
Mature club revenue	Revenue of mature clubs
Mature club underlying EBITDA less rent	Underlying EBITDA less rent of mature clubs
Mature club underlying EBITDA less rent margin	Underlying EBITDA less rent of mature clubs as a percentage of mature club revenue
Fitness revenue	Revenue from memberships, as well as from add-ons like sportswater and personal online coach
Club revenue	Total of fitness revenue and other club revenue
Yield (ARPU) per month	Fitness revenue divided by average members of the period (divided by number of months in the period)
Free cash flow before new club capex	Underlying EBITDA less rent, minus cash exceptional items, maintenance capex, other capex, cash interest and cash taxes
Expansion capex	Total expenses of newly built clubs, acquisitions, existing club enlargements and expenses for clubs that are not yet open
Initial capex newly built club	Total expenses newly built clubs divided by the number of newly built clubs
Maintenance capex	Capex to maintain the club and replace or refurbish the fitness equipment
Average maintenance capex per club	Total maintenance capex divided by the average number of clubs

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This presentation contains certain forward-looking statements with respect to the financial condition, results of operations and business of Basic Fit N.V. and its subsidiaries (referred to as 'the company') and certain of the plans and objectives of the company with respect to these items.

The words "believes", "expects", "may", "will", "could", "should", "shall", "risk", "intends", "estimates", "aims", "plans", "predicts", "continues", "assumes", "positioned" or "anticipates" and similar expressions (or their negative) identify certain of these forward-looking statements. These forward-looking statements are statements regarding the company's intentions, beliefs or current expectations concerning, among other things, the company's results of operations, financial condition, liquidity, prospects, growth, strategies and the industry in which the company operates. The forward-looking statements in this presentation are based on numerous assumptions regarding the company's present and future business strategies and the environment in which the company will operate in the future. Forward-looking statements involve inherent known and unknown risks, uncertainties and contingencies because they relate to events and depend on circumstances that may or may not occur in the future and may cause the actual results, performance or achievements of the company to be materially different from those expressed or implied by such forward looking statements. Many of these risks and uncertainties relate to factors that are beyond the company's ability to control or estimate precisely, such as future market conditions, currency fluctuations, the behaviour of other market participants, the actions of regulators and other factors such as the company's ability to continue to obtain financing to meet its liquidity needs, changes in the political, social and regulatory framework in which the company operates or in economic or technological trends or conditions. Past performance should not be taken as an indication or guarantee of future results, and no representation or warranty, express or implied, is made regarding future performance.

This presentation contains statistics, data and other information relating to markets, market sizes, market shares, market positions and other industry data pertaining to the company's business and markets. Unless otherwise indicated, such information is based on the company's analysis of multiple sources, as well as information obtained from (i) experts, industry associations and data providers; and (ii) publicly available information from other sources, such as information publicly released by our competitors. To the extent available, any industry, market and competitive position data contained in this presentation has come from official or third party sources. While the company believes that each of these publications, studies and surveys has been prepared by a reputable source, the company has not independently verified the data contained therein. In addition, certain of the industry, market and competitive position data contained in this presentation come from the company's own internal research and estimates based on the knowledge and experience of the company's management in the markets in which the company operates. While the company believes that such research and estimates are reasonable and reliable, they, and their underlying methodology and assumptions, have not been verified by any independent source for accuracy or completeness and are subject to change without notice. Accordingly, undue reliance should not be placed on any of the industry, market or competitive position data contained in this presentation. All projections, valuations and statistical analyses are provided to assist the recipient in the evaluation of the matters described herein. They may be based on subjective assessments and assumptions and may use one among alternative methodologies that produce different results and to the extent that they are based on historical information, they should not be relied upon as an accurate prediction of future performance.

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FOR YOUR
ATTENTION**



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