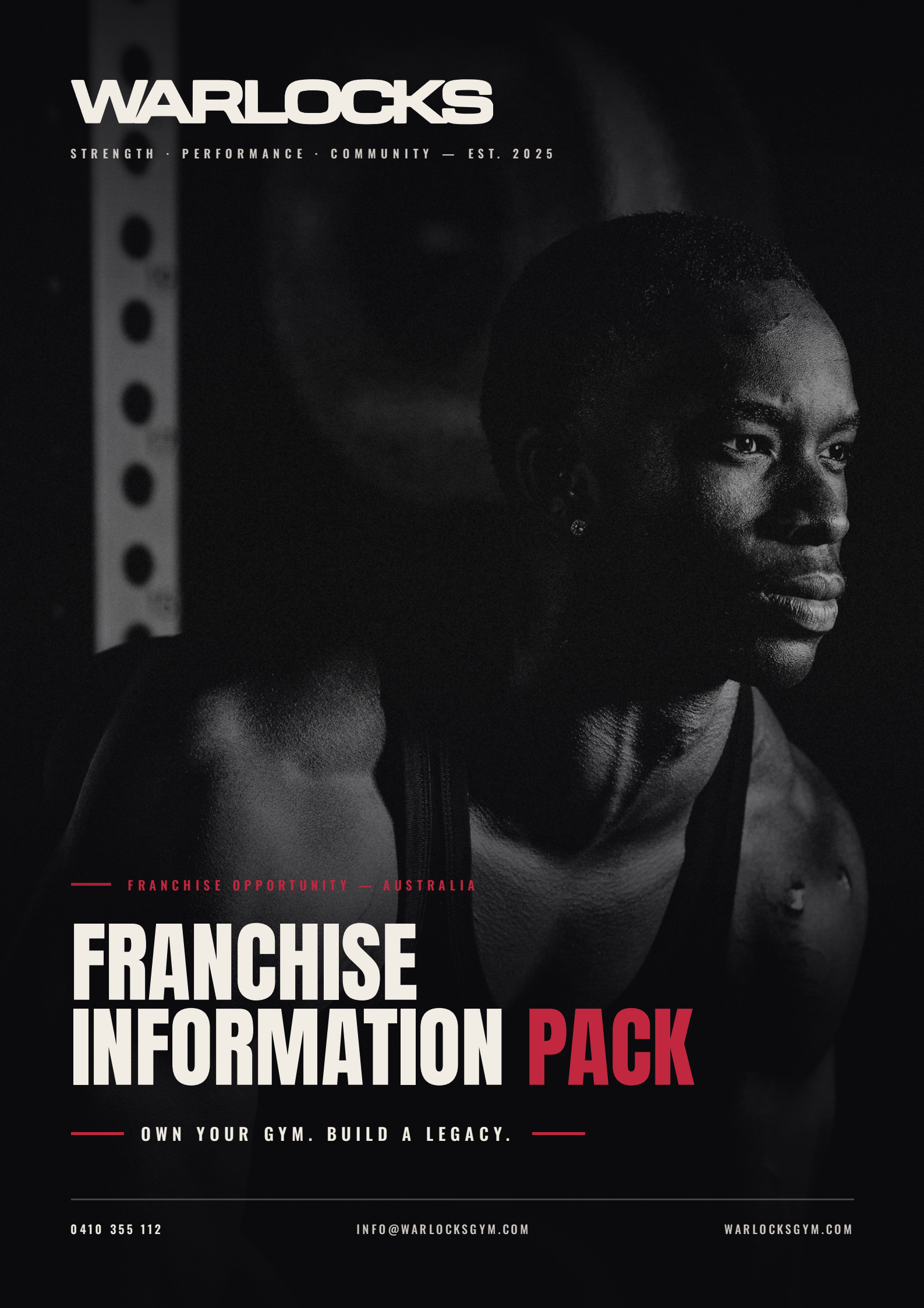
WARLOCKS

STRENGTH · PERFORMANCE · COMMUNITY — EST. 2025



FRANCHISE OPPORTUNITY — AUSTRALIA

FRANCHISE INFORMATION PACK

OWN YOUR GYM. BUILD A LEGACY.

0410 355 112

INFO@WARLOCKSGYM.COM

WARLOCKSGYM.COM

THANK YOU FOR YOUR ENQUIRY

A SERIOUS OPPORTUNITY FOR SERIOUS OPERATORS.

Warlocks Gym unites **every training style under one roof, for one membership** — and it's now open to franchise partners across Australia.

This pack walks you through the Warlocks Gym model: who we are, what makes us different, what your franchise package includes, the support behind you, and exactly what happens next. Read it in five minutes — then let's talk about your territory.

Every figure in this pack comes from the first Warlocks Gym — Toongabbie NSW, where it all started in 2025.

PREFER TO TALK FIRST?

Skip ahead and book your discovery call now — **0410 355 112** or info@warlocksgym.com.

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1,000+	**8**	**1,000m²**	**2,000+**
MEMBERS IN THE FIRST THREE MONTHS	TRAINING DISCIPLINES UNDER ONE ROOF	THE FIRST WARLOCKS GYM, TOONGABBIE NSW	MEMBERS PROJECTED IN MONTHS 6–12*

*Projection for the first Warlocks Gym based on current growth. Projections are estimates, not guarantees of future performance.

INTRODUCING WARLOCKS GYM

EVERY ATHLETE. ONE ROOF. ONE MEMBERSHIP.

Warlocks Gym was founded to create an **inclusive, high-performance training space for every kind of athlete**. Bodybuilder, powerlifter, CrossFit enthusiast, calisthenics athlete or Pilates devotee — Warlocks Gym is home.

Most gyms make members choose: strength *or* classes, lifting *or* recovery — and then charge extra for everything. We built the complete training experience instead, and put it all inside one affordable membership. **No upsells. No premium add-ons. No hidden fees.**

ONE COMPLETE TRAINING EXPERIENCE

- STRENGTH & BODYBUILDING ZONES
- FULL POWERLIFTING PLATFORMS
- CROSSFIT & FUNCTIONAL AREAS
- REFORMER PILATES — CLASSES & 24/7 USE
- CARDIO & CONDITIONING
- CALISTHENICS ARENA
- RECOVERY — SAUNA & ICE BATHS
- ALL CLASSES INCLUDED
- ONE MEMBERSHIP. ZERO UPSELLS.



THE WARLOCKS MAIN FLOOR — FIT-OUT RENDER

A LETTER FROM OUR FOUNDERS

BUILT BY LIFTERS. RUN LIKE PARTNERS.

Welcome — and congratulations on taking the first step towards building something powerful. Not just a business, but a long-term legacy in the fitness industry.

Warlocks Gym officially launched in 2025, after more than five years of planning, research and hands-on experience. Together, we've made it our life's work to create the ultimate training environment — a true one-stop shop for every training style, all under one roof, all for one affordable membership.

To make that model possible, we went a step further: **we manufacture our own equipment and design our own product ranges from the ground up.** No middlemen. No inflated retail pricing. Exclusive, premium equipment at unmatched value, available only to Warlocks Gym franchisees. That's how we deliver world-class fit-outs at a fraction of the industry cost.

Our first location reached more than 1,000 members within its first three months — without any pre-launch marketing. That's the power of value, quality and community.

Now we're looking for passionate, driven people ready to grow something meaningful. Whether you're an experienced operator or entirely new to business, we'll walk alongside you with systems, support and real mentorship. At Warlocks HQ we're focused on one thing above all: **your long-term success.** Every franchisee is treated like a partner, and we invest heavily in your growth — training, business coaching, technology and proven marketing.

This is just the beginning of what we believe will become a nationwide movement — one that empowers members and owners alike. We're glad you're here. Let's build something powerful.

DOMINIC ISTEPHAN & RICHARD KHATTAR

CO-FOUNDERS — WARLOCKS GYM



> THIS ISN'T JUST A GYM. IT'S A COMPLETE TRAINING EXPERIENCE.

THE STORY SO FAR

- **5+ years** of planning & research
- **2025** — the first Warlocks Gym opens, Toongabbie NSW
- **1,000+ members** in three months
- **Now** — franchising nationwide

OUR MISSION

"TO EMPOWER INDIVIDUALS THROUGH WORLD-CLASS TRAINING ENVIRONMENTS THAT CELEBRATE DIVERSITY IN MOVEMENT AND PERFORMANCE."

Driven by

PASSION

For training, for members, and for the owners who build every Warlocks Gym community.

Driven by

INNOVATION

From manufacturing our own equipment to the systems and technology behind every location.

Driven by

EXCELLENCE

A commitment to world-class standards in every zone, every class and every member interaction.



THE RECREATION COURT — WARLOCKS FIT-OUT RENDER

OUR VISION

A NATIONWIDE MOVEMENT.

This is just the beginning. Warlocks Gym is building towards a national network of high-performance training destinations — a movement that empowers members and owners alike, with every franchisee treated as a partner in where the brand goes next.

WHAT MAKES THE MODEL DIFFERENT

SIX REASONS THIS MODEL WINS ITS MARKET.

01

ALL TRAINING STYLES. ONE SPACE.

Bodybuilding, CrossFit, powerlifting, Pilates, calisthenics — every discipline united under one roof, expanding your membership reach far beyond a single-style gym.

02

ONE MEMBERSHIP. NO UPSELLS.

Classes, recovery, every zone — all included in one affordable membership. None of the premium add-ons or hidden fees members are charged elsewhere.

03

WE BUILD OUR OWN EQUIPMENT.

All of our equipment is planned and designed in Australia, with materials sourced globally — and the entire supply chain, from manufacturing to installation, in our and our partners' control.

04

FIT-OUTS AT A FRACTION OF THE COST.

Because we control the supply chain, a world-class Warlocks fit-out is delivered at a fraction of typical industry cost — a setup like ours would cost millions elsewhere.

05

BIGGER PACKAGE. SMALLER PRICE.

The Warlocks franchise is priced at a fraction of comparable gym franchises, with greater offerings and bigger packages behind every location.

06

PROVEN IN A CROWDED MARKET.

Our first location thrives surrounded by two World Gyms, four Anytime Fitness locations, two Riley's Gyms and a KX Pilates — proof the model wins on value, quality and community.

> A COMPLETE TRAINING DESTINATION — AT A PRICE POINT COMPETITORS CAN'T MATCH.

THE FRANCHISE OPPORTUNITY

YOUR TERRITORY. PROTECTED. EXCLUSIVE. YOURS.

Every Warlocks Gym is granted a **protected, exclusive territory** — so your investment is defended from day one, and your growth potential is mapped before you sign.

Territory 01

EXCLUSIVE BY DESIGN

Exclusive territories are offered to every partner, with size and boundaries negotiated during onboarding — tailored to you, not off a template.

Territory 02

BUILT TO THRIVE

Territories combine geographic radius with population-based exclusivity, so every location opens with the member base it needs to thrive.

Territory 03

ROOM TO EXPAND

Multi-unit development deals are available with significant discounts on franchise fees and equipment packages — and no limit to site ownership.

ONCE YOU'RE IN, YOU'RE BACKED

- **Structured franchisee onboarding** from day one
- **Weekly check-ins** and monthly coaching calls
- **Annual conferences** and field visits
- **Business systems** and performance reviews

WANT TO KNOW IF YOUR REGION IS STILL AVAILABLE?

Speak with our HQ team

0410 355 112

CASE STUDY — WHERE IT ALL STARTED

WARLOCKS GYM TOONGABBIE. THE PROOF.

1,000+
MEMBERS IN THE FIRST THREE MONTHS — WITH NO PRE-SIGN CAMPAIGN AND NO PRE-LAUNCH MARKETING

1,000m²
OF TRAINING SPACE — EVERY DISCIPLINE, EVERY ZONE, UNDER ONE ROOF

2,000+
MEMBERS PROJECTED WITHIN THE FIRST 6–12 MONTHS OF OPERATION*

AGAINST HEAVY LOCAL COMPETITION

Toongabbie is one of Western Sydney's most contested fitness markets. Warlocks Gym grew to four figures of members while competing directly with **two World Gyms, four Anytime Fitness locations, two Riley's Gyms and a nearby KX Pilates** — and it continues to thrive on the strength of unmatched value and offerings.

> THIS SUCCESS PROVES OUR MODEL WORKS — EVEN IN HIGHLY COMPETITIVE ENVIRONMENTS.

*Projection for the first Warlocks Gym based on current growth. Projections are estimates, not guarantees of future performance.

WHO WE'RE LOOKING FOR

YOU DON'T NEED EXPERIENCE. YOU NEED DRIVE.

We're looking for driven people who are **truly passionate about fitness** and ready to own their own gym. Whether you plan to run the floor yourself or build a portfolio, the Warlocks model is built to fit.

THE OWNER-OPERATOR

You want to be in the building — leading the team, driving the culture and running your gym day to day.

THE PART-TIME OWNER

You'll stay hands-on where it counts while a trained manager and HQ systems keep the engine running.

THE INVESTOR

An absentee-owner model backed by HQ support, proven systems and a dedicated success team.

THE PORTFOLIO BUILDER

Multi-site development deals with significant discounts — and no limit on the number of sites you can own.

GOOD TO KNOW

- **No prior business or fitness experience required** — full training provided.
- **Experienced operators** are a bonus and may fast-track success.
- **Owner-operators, part-time and absentee owners** are all welcome.

LEARN AS YOU BUILD

Every partner gets access to **exclusive courses and business-growth modules developed by Warlocks HQ** — so you're never guessing your way through ownership.

WHAT'S INCLUDED

EVERYTHING YOU NEED TO OPEN STRONG.

Your Warlocks Gym franchise package covers the full journey — from signing, to site, to a packed opening week.

01

FULL BRAND LICENSING & USAGE RIGHTS

Operate under the Warlocks name with complete access to the brand and its identity.

02

EXCLUSIVE TERRITORY RIGHTS

Negotiated on location and population, so your catchment is protected from day one.

03

SITE SELECTION & LEASE SUPPORT

Help finding the right site — and negotiating the lease and landlord relationship behind it.

04

FIT-OUT ASSISTANCE & 3D RENDERS

Detailed renders and fit-out guidance that turn an empty shell into a Warlocks Gym.

05

INITIAL STAFF RECRUITMENT & TRAINING

We help you find, hire and train the opening team your members will meet on day one.

06

CRM & MEMBER MANAGEMENT PLATFORM

Full access to our member management and CRM stack, set up and ready to sell.

07

PROVEN MARKETING & LAUNCH STRATEGY

The same launch playbook that filled our first location — applied to your territory.

08

ONGOING MENTORSHIP & SUPPORT

Business mentorship and operational support that continues long after opening week.

> ONE PACKAGE. EVERYTHING YOU NEED — FROM SIGNED AGREEMENT TO OPENING DAY.

THE SUPPORT BEHIND YOU

HQ IN YOUR CORNER. DAILY.

LAUNCH & MARKETING

- **First 3 months of done-for-you marketing** (excludes ad spend)
- Tailored pre-launch & post-launch member acquisition strategy
- Launch campaigns, social content, ad templates & promotional plans
- Local area marketing strategies & partnership advice
- Product launches, seasonal campaigns, local events & challenges
- Photographer & videographer support for professional content

COACHING & GROWTH

- **Weekly coaching calls** and business mentorship
- Monthly in-person seminars on growing a successful Warlocks Gym
- Quarterly site visits — more frequent during setup
- Group webinars, content libraries & franchisee tools
- Exclusive courses & business-growth modules from Warlocks HQ
- A dedicated success team focused on profitable growth

SITE, SYSTEMS & TECH

- Support with lease negotiations & landlord relationships
- Gym layout design, 3D renders & fit-out guidance
- 3D-rendered mock-up of your facility for marketing & planning
- Access to trusted suppliers & exclusive equipment packages
- Software setup, tech support & system upgrades

PEOPLE & BRAND

- Help sourcing & recruiting personal trainers and key staff
- Full HR support & staff onboarding guidance
- Team training for world-class service from day one
- Full branding guidebook — social media, print & signage
- **Unlimited HQ support** for you and your staff — we're here daily

YOU'RE IN BUSINESS FOR YOURSELF — NEVER BY YOURSELF.

INSIDE A WARLOCKS GYM

EIGHT ZONES. ZERO COMPROMISES.

- **Bodybuilding & strength zones**
  Full free-weight and machine floors
- **Powerlifting platforms**
  Competition-standard lifting setups
- **CrossFit & functional areas**
  Open floor built for WODs and conditioning
- **Cardio equipment**
  A complete modern cardio line-up
- **Calisthenics arena**
  Rigs and open space for bodyweight athletes
- **Reformer Pilates studio**
  Instructed classes plus anytime member use
- **Full-spectrum infrared saunas**
  Recovery built into the membership
- **Commercial ice bath**
  With its own dedicated generator





BUILT FOR EVERY ATHLETE

THE MEMBER EXPERIENCE

Every class included. Recovery included. Every zone open to every member — all for **one affordable membership**, with none of the upsells, premium add-ons or hidden fees found elsewhere. That's why members join, and that's why they stay.

> A ONE-STOP SHOP FOR EVERY TRAINING STYLE — ALL UNDER ONE ROOF.

EXCLUSIVE EQUIPMENT. TRUSTED PARTNERS.

OUR SUPPLY CHAIN IS YOUR ADVANTAGE.

Our equipment – 01

DESIGNED IN AUSTRALIA

All of our equipment is planned and designed right here in Australia — by our own team, for the way our members train.

Our equipment – 02

SOURCED GLOBALLY

Materials are sourced globally from trusted suppliers — premium equipment at unmatched value, without retail mark-up.

Our equipment – 03

CONTROLLED END TO END

The entire supply chain is in our and our partners' control — from manufacturing through to delivery and installation.

Controlling the chain end to end keeps every Warlocks Gym outfitted with the latest, most reliable equipment — **without the inflated costs**. And beyond equipment, we've built strong supplier relationships across flooring, signage, technology and marketing. As a franchisee you get access to our full, ever-growing list of approved suppliers — all vetted to help you open and operate with confidence, with new partners added continuously.

PREFERRED SUPPLIERS & PARTNERS

GYMMASTER · FITNESS passport. · xero · afterpay · ezidebit A Global Payments Company

gymmechanix · FV FITNESS VENDING · FLEX FITNESS · YR · RYALEX SECURITY COMMERCIAL SECURITY SPECIALISTS

A selection of our current preferred suppliers. Franchisees receive our full, continuously updated approved-supplier list during onboarding.

INVESTMENT & ONGOING FEES

SERIOUS VALUE. STRUCTURED HONESTLY.

A setup like ours would cost millions to build alone. The Warlocks franchise is **a fraction of the cost of comparable gym franchises** — with greater offerings and bigger packages — because we control the supply chain other brands pay retail for.

WHY THE NUMBERS WORK

- **Equipment designed in-house in Australia** — no middlemen, no retail mark-up
- **World-class fit-outs** delivered at a fraction of typical industry cost
- **Franchise-only equipment packages** and partner rates
- **Multi-unit discounts** on franchise fees and equipment packages

HOW YOUR INVESTMENT IS STAGED

- **Territory fee** — payable at the agreements & planning stage, once your exclusive territory is finalised
- **Equipment deposit** — payable at the site & fit-out stage, when your location is secured
- **Remaining package & ongoing fees** — set out in full in your tailored franchise offer and legal agreements, before you commit

YOUR PERSONALISED INVESTMENT BREAKDOWN

Franchise fees, equipment packages and territory pricing are tailored to your region's size, population and site. You'll receive the full itemised breakdown — including all ongoing fees — during your discovery process, before any commitment is made.

REQUEST YOURS

0410 355 112

No figure in this pack is a guarantee of cost or earnings. Full fee schedules and legal documentation are provided during the formal application and agreement stages.

FROM ENQUIRY TO OPENING DAY

SEVEN STEPS. ONE CLEAR PATH.

01 ENQUIRE — YOU ARE HERE

- Submit a franchise enquiry
- Receive this information pack
- Book your discovery call with our HQ team

02 ALIGNMENT CALL

- Complete an expression-of-interest form
- Zoom call on location, goals & suitability
- Alignment check with our core values & model

03 APPLICATION

- Complete the franchise application form
- Informal phone interview with the founders
- Review of vision, investment ability & timeline

04 APPROVAL & OFFER

- Receive a tailored franchise offer — partner or standard
- Final review with both parties
- Pre-approval for next steps & onboarding

05 AGREEMENTS & PLANNING

- Receive legal agreements & documentation
- Finalise franchise structure & timelines
- Begin onboarding & planning · territory fee payable

06 SITE & FIT-OUT

- Site layout & location validation
- 3D renders & fit-out design planning
- Secure site, permits & equipment logistics · equipment deposit payable

07 PRE-LAUNCH & OPENING

- Pre-opening marketing launched with the HQ team
- Staff hiring, training & onboarding
- Execute the launch plan with full HQ support

IT ALL STARTS WITH ONE CALL.

Book your discovery call

0410 355 112

YOUR MOVE

OWN YOUR GYM. BUILD A LEGACY.

Territories are exclusive — and allocated one partner at a time. If you're serious about owning a Warlocks Gym, the next step is a simple, no-obligation discovery call with our HQ team.

CALL US

0410 355 112

EMAIL US

info@warlocksgym.com

VISIT US

warlocksgym.com

BOOK YOUR DISCOVERY CALL TODAY

WE'D LOVE TO HEAR FROM YOU

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