



6215 EL CAMINO REAL STE 100
CARLSBAD, CA 92009

ASSETS TIMELINE

2017

- Crunch Carlsbad
- Crunch Carmel Valley
- Crunch Jamacha
- Crunch Lakeside
- Crunch Pacific Beach

2018

- Crunch Carlsbad
- Crunch Carmel Valley
- Crunch Eastlake
- Crunch Jamacha
- Crunch Lakeside
- Crunch Oceanside
- Crunch Pacific Beach
- LA Pilates

2019

- Crunch Carlsbad
- Crunch Carmel Valley
- Crunch Eastlake
- Crunch Jamacha
- Crunch Lakeside
- Crunch Oceanside
- Crunch Pacific Beach
- Crunch University
- Crunch Shaw
- LA Pilates
- Squeeze Fitness

2020

- Crunch Carlsbad
- Crunch Carmel Valley
- Crunch Eastlake
- Crunch Jamacha
- Crunch Oceanside
- Crunch Pacific Beach
- Crunch Shaw
- Crunch University
- LA Pilates
- PWRFL
- Ray Wilson Family Fitness
- Squeeze Fitness
- Uplift

VENTURE FIT

Since its inception seven years ago Venture Fit has blossomed from a small, targeted investment plan to a full-scale ownership and management enterprise invested in many aspects of the fitness industry. Initially formed to focus on selectively lending to fitness businesses, its founder Jeff Clark used his knowledge gained from lending to specific businesses to make strategic acquisitions of them once their viability was proven. Under Clark's leadership, the organization's footprint grew in San Diego County, an area with a proven thirst for fitness but a highly competitive market. Venture Fit initially focused on acquisition and management of Crunch Fitness clubs in the region. Over the years it has cultivated its early portfolio from three Crunch Fitness gyms collectively grossing \$9.1 million to what now includes five distinct fitness club brands operating 21 clubs in California, Texas, and Mexico as well as real estate interests at properties valued over \$37 million.

Venture Fit's experience and success in managing and developing clubs ranging from small boutique studios to 50,000+ square foot "big box" full-service gyms gives the organization the kind of diverse expertise rarely seen in the industry. In addition to already being the third largest Crunch Fitness franchisee, Clark has sought to expand the organization's own brand of boutique studios as well as expand its interests internationally through strategic partnerships with the Ray Wilson Family Fitness brand.

Venture Fit's diverse expertise, its drive to grow, and its commitment to passion and integrity sets the organization apart in the industry.

EXECUTIVE TEAM

- [Jeff Clark, Chief Executive Officer](#)
- [Ray Chung, Vice President](#)
- [Michael Israel, General Counsel](#)





Jeff Clark

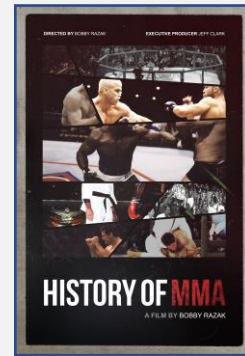
Chief Executive Officer



Jeff Clark is a noted expert on MMA and has been featured in several MMA magazines. In 2004, Clark began his official MMA career and remained unbeaten for two consecutive years. In addition to his fight career, Clark was one of the founders of the highly respected MMA gym, The Arena, in San Diego, CA. Clark was named to the prestigious 2009 Fight! Power 20 selected Clark as one of the "top movers and shakers in the Mixed Martial Arts world" by the leading Mixed Martial Arts lifestyle magazine. Clark has been involved with Crunch Fitness for approximately 6 years, originally assisting operations in the LA market. Clark is heavily involved with day-to-day operations, including implementing new marketing and outreach strategies, working directly with vendors, landlords and investors.

From 2011 through 2015, Clark was responsible for the development of the curriculum, manuals and training programs, the development of the instructor's manual, and training of the instructors for the west coast Navy Seals.

In addition to his pursuits in the fitness industry, Jeff Clark is the Executive Producer of an in-production documentary series exploring the history and popularization of mixed martial arts, the stories behind the fighters, and their conflicts with the organizations that profited from their likenesses for years. The series is directed by Bobby Razak, one of the most prominent directors in mixed martial arts filmography.



Raymond Chung

Vice President



Ray brings over 15 years of executive management experience to the fitness industry. He started his career as a personal trainer and within the first year he became the top personal trainer in the largest privately held fitness company in the United States. His passion for health and fitness became the driving force to increase his span of influence. Ray has been considered a "Change Agent", managing underperforming clubs to meet and exceed financial expectations.

In 2014, Ray transitioned into an owner-operator role by investing in his first Crunch franchise and running the daily operations. Within 18 months, he was responsible for launching the most successful Crunch franchise in the company, with gross revenues exceeding \$4m. He quickly moved to open another franchise within the territory and is proud to have operated another location within the top 10 clubs in the company. Seeking more opportunities, Ray partnered with Venture Fit and assumed the role as Vice President of Operations. Ray and his team successfully grew the existing San Diego market from three clubs to seven clubs within two years. Their continued success, largely attributed to talent acquisition and talent development, allowed for their expansion to the Central California, and Texas market. Ray's ability to grow the business and understand the landscape of the fitness industry was instrumental in the creation and acquisition for their boutique studios.

Ray oversees operations for Venture Fit and brings passion for health and fitness every day. Ray is a firm believer that leading by example is vital to any organization's success.

Michael Israel

General Counsel



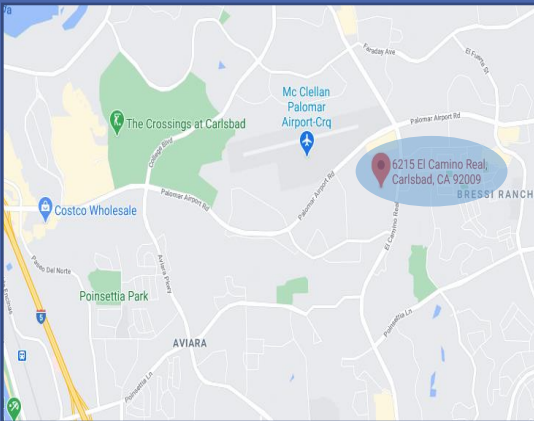
Michael spent the first decade of his legal career as a litigation specialist at Morrow & White, an AV-Rated law firm in Orange County, California. He has handled cases in state and federal courts throughout California, including successfully arguing in the Court of Appeals and briefing in the Supreme Court of California.

He left his position as a partner at the law firm to take on the role of General Counsel for the organization. Michael handles legal, transactional, and litigation issues for the organization and the gyms as they arise and advises on business and legal strategy.

Crunch Carlsbad



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CARLSBAD, CA 92009

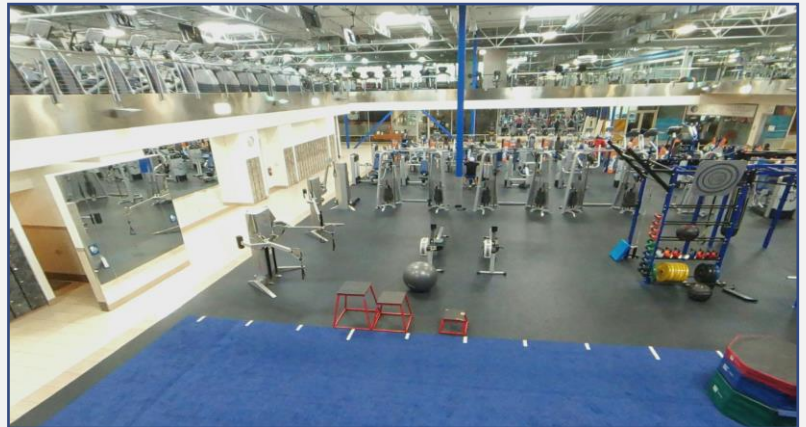


Open Date	Model	Club Sq. Ft.	Member Ct. *
• May 2015	• Select	• 53,972	• 7,791

Avg. \$/mbr*
• \$9.81

Avg Monthly Gross†
• \$230K - \$260K

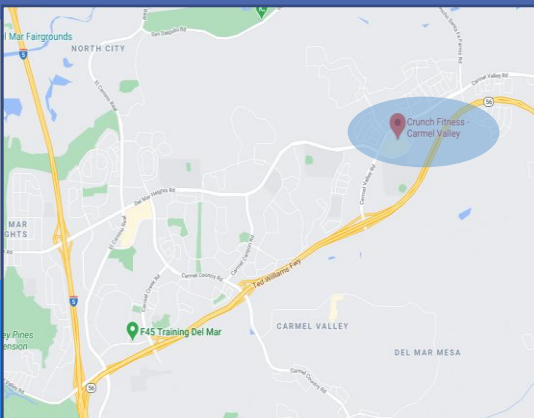
*As of Feb 2021 / †Pre COVID-19



Crunch Carmel Valley



6025 Village Way
San Diego, CA 92130



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Nov 2015	• Select	• 31,609	• 4,436

Avg. \$/mbr*
• \$17.17

Avg Monthly Gross†
• \$250K - 300K

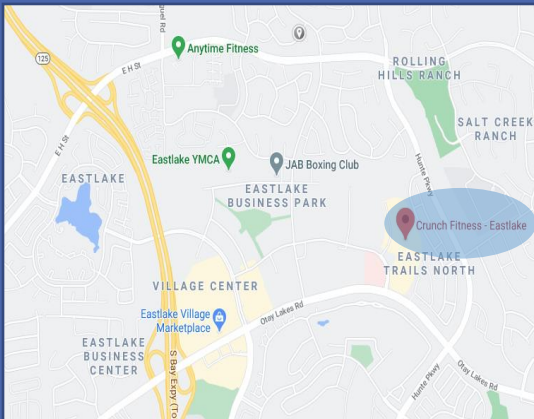
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Crunch Eastlake



851 Showroom Pl
Chula Vista, CA 91914



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Oct 2018	• Value	• 21,371	• 2,524

Avg. \$/mbr*
• \$18.73

Avg Monthly Gross†
• \$120K - \$150K

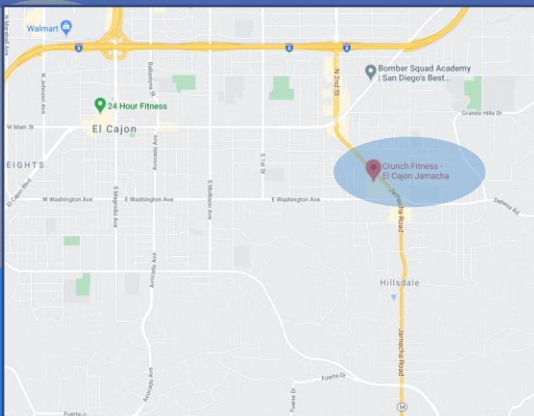
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Crunch Jamacha



522 Jamacha Rd
El Cajon, CA 92019



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Jun 2014	• Value	• 37,080	• 7,189

Avg. \$/mbr*
• \$12.92

Avg Monthly Gross†
• \$190K - \$230K

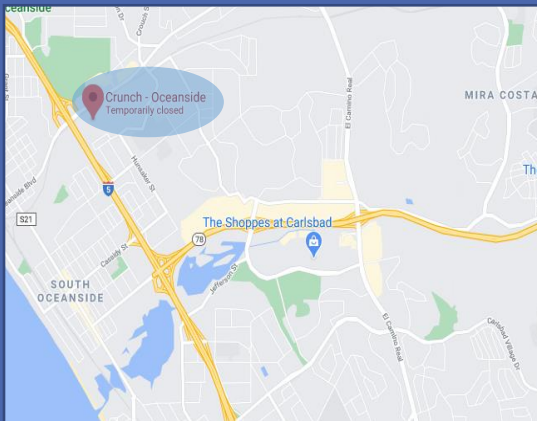
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Crunch Oceanside



1767 Oceanside Blvd
Oceanside, CA 92054



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Mar 2018	• Value	• 23,800	• 3,203

Avg. \$/mbr*
• \$11.14

Avg Monthly Gross†
• \$100K - \$150K

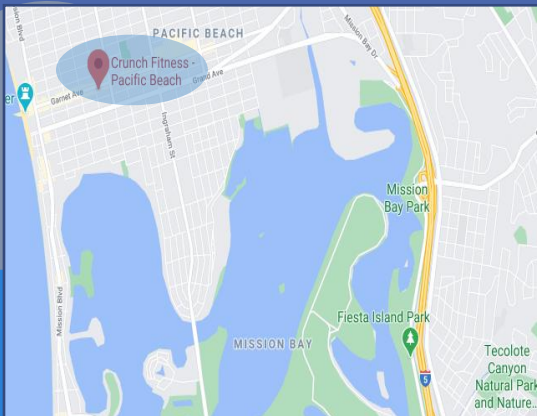
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Crunch Pacific Beach



1211 Garnet Ave
Pacific Beach, CA 92109

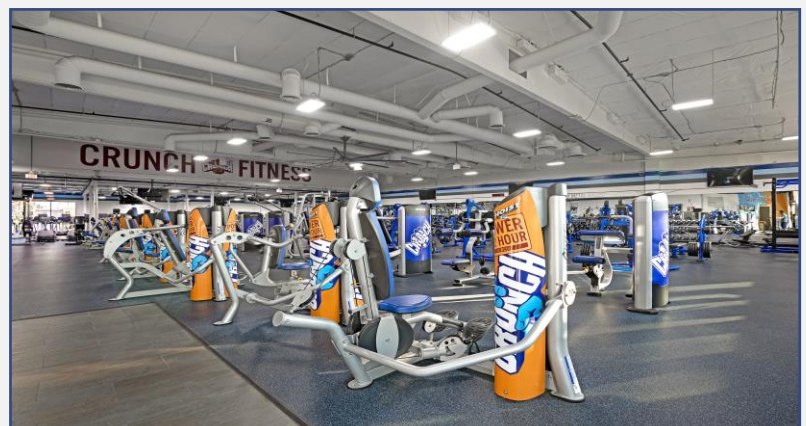


Open Date	Model	Club Sq. Ft.	Member Ct. *
• Dec 2017	• Value	• 12,500	• 3,473

Avg. \$/mbr*
• \$13.12

Avg Monthly Gross†
• \$100K - \$150K

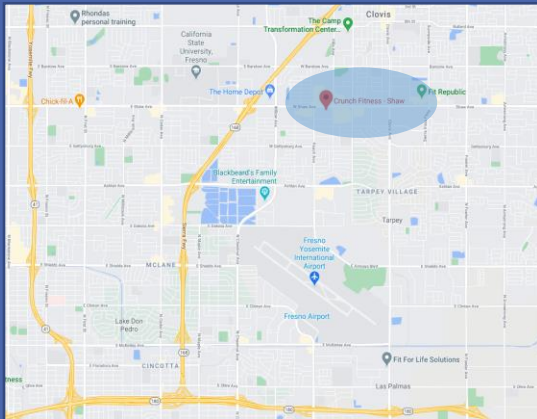
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Crunch Shaw



284 W Shaw Ave
Clovis, CA 93612



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Oct 2019	• Value	• 32,695	• 6,865

Avg. \$/mbr*
• \$12.74

Avg Monthly Gross†
• \$65K - \$100K

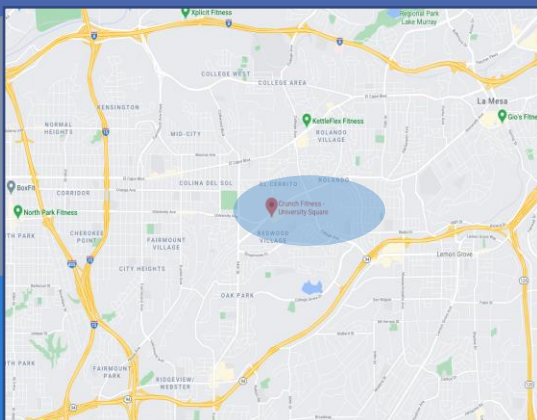
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Crunch University



5801 University Ave
San Diego, CA 92115



Open Date	Model	Club Sq. Ft.	Member Ct. *
• April 2019	• Value	• 19,886	• 3,380

Avg. \$/mbr*
• \$11.64

Avg Monthly Gross†
• \$75K - \$100K

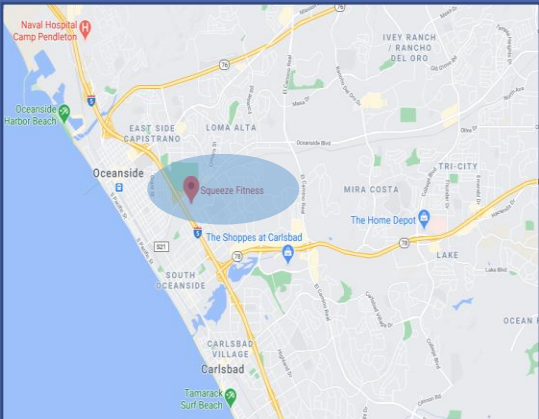
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Squeeze Fitness



1763 B Oceanside Blvd
Oceanside, CA 92054



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Jun 2020	• N/A	• 2,500	• 220

Avg. \$/mbr*	Avg Monthly Gross†
• \$192	• \$62K

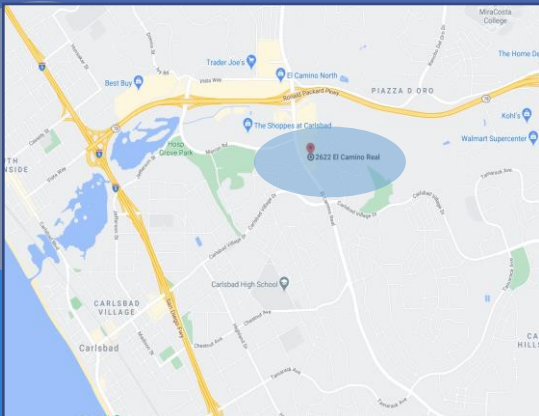
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LA Pilates Carlsbad



2622 El Camino Real
Carlsbad, CA 92008



Open Date	Model	Club Sq. Ft.	Member Ct. *
• Aug 2018	• N/A	• 3,000	• 168

Avg. \$/mbr*	Avg Monthly Gross†
• \$192	• \$51K

*As of Feb 2021 / †Pre COVID-19





PWRFL

Venture Fit's diverse business pursuits also include PWRFL, a line of nutritional supplements for direct-to-consumer and in-club marketing.



UPLIFT

Finally, during the COVID shutdown Clark was inspired to finalize his design of The UpLift, an at-home workout product geared specifically for the 50-and-above market who often shy away from big-box fitness gyms. The UpLift is a direct-to-consumer model, focused on lightweight tension training to fight osteoporosis and appeal to consumers who may not have been dedicated to a fitness lifestyle.





RAY WILSON FAMILY FITNESS

Venture Fit recently partnered with Jeff Clark's most prominent mentor, fitness icon Ray Wilson, to jointly own and manage existing and future Ray Wilson Family Fitness clubs in Mexico.

Ray Wilson Family Fitness clubs offer a tier of quality and club size rarely seen in Mexico's developing fitness market. Venture Fit brings its expertise to oversee the growth of the existing clubs' member base but more importantly to pursue opportunities to position the brand as a major player in the international fitness market.

