



2023 ESG REPORT

Creating a more judgement free planet where health and wellness is within reach for all



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LETTER FROM LEADERSHIP

As I reflect on 2023, I am proud of how the shared passion of our team members and franchisees has driven our ability to provide a differentiated, inclusive fitness experience that's welcoming for all. As home of the Judgement Free Zone®, we have a commitment to enhance people's lives and create a healthier world. I have had the privilege of seeing this mission come to life in my time as a franchisee, member of the Board of Directors and now as interim CEO. Together, we are continuing to seize opportunities to strengthen our business, expand our footprint and ensure health and wellness is within reach for all.

Throughout 2023, we continued to make fitness more accessible through our high-quality, high-value model, so that everyone can experience the tremendous physical, mental and emotional benefits that being active provides. This work is even more critical for individuals in lower-income communities, who face a disproportionate rate of negative health impacts and barriers that contribute to overall health and wellness.

Providing access to fitness remains a top priority for our company and an essential pillar in our Purpose strategy. In 2023, we continued to offer our High School Summer Pass™ Program, providing free gym access to 3 million teens

throughout the summer, equating to a more than \$90 million investment in youth health and wellness.¹ Studies have shown that physical activity can boost mental health,² which has continued to worsen for today's teens, with nearly one-third of all U.S. high school students having experienced poor mental health in 2021.³ By providing free fitness to teens, we can continue to do our part to address the issue – 87% of teens who participated in High School Summer Pass™ reported seeing their mental health improve and 75% reported feeling happier with an improvement in their overall mood after working out at Planet Fitness.

Our work to create a Judgement Free Generation® (JFG) in partnership with Boys & Girls Clubs of America (BGCA) soared to new heights this year. As of 2023, Planet Fitness has awarded 230 scholarships totaling \$1.15 million to teens who advance kindness and inclusion in their communities. Our franchisees continue to support this work, building strong community partnerships with their local Boys & Girls Clubs by donating fitness equipment and establishing Mini Judgement Free Zones®, recognizing JFG scholarship winners and providing other in-kind and monetary donations for youth to help advance their wellbeing. Since 2016, we, along with our franchisees, vendors and members, have donated more than \$9.5 million to BGCA to support our efforts to create a more judgement free tomorrow.⁴

¹ Based on over 3 million program participants receiving a free classic card membership for the duration of the program.

² Mahindru A, Patil P, Agrawal V. [Role of Physical Activity on Mental Health and Well-Being: A Review](#). Cureus. 2023 Jan 7;15(1):e33475. doi: 10.7759/cureus.33475. PMID: 36756008; PMCID: PMC9902068.

³ CDC's [Youth Risk Behavior Surveillance Data Summary & Trends Report: 2011-2021](#).

⁴ Total contribution includes corporate monetary contributions and funds raised from members, team members, franchisee and vendors.

Across our corporate facilities, we saw an increase in diverse representation of our workforce and fostered our culture of inclusion and belonging with our Employee Resource Groups, which welcome both members and allies. Further, our franchisees and team members continued to be stewards within their local communities, supporting various volunteer and philanthropic efforts throughout the year. This year we expanded our Flexing for Good team member volunteering initiative from a weeklong effort to a more robust full month of opportunities, during which our corporate team members supported 13 nonprofits amounting to over 400 hours of work.

We also continued to progress along our sustainability roadmap. As part of these efforts, we expanded our measurement of our environmental footprint to include Scope 3 greenhouse gas (GHG) emissions from our franchise clubs. Additionally, we conducted a climate risk assessment to better understand the vulnerabilities Planet Fitness faces due to climate change.

With the hard work and dedication of our team members and franchisees, we are here to support members at any stage of their fitness journey. Most importantly, we are proud to continue to be a place where everyone belongs and can achieve their fitness goals.



- CRAIG BENSON
Interim Chief Executive Officer

ABOUT PLANET FITNESS

Planet Fitness is committed to making fitness and the pursuit of health and wellness accessible to all. Our mission – to enhance people’s lives by providing an affordable, high-quality fitness experience in a welcoming, non-intimidating environment – is foundational to everything we do. Alongside our franchisees, we work hard to create an inclusive atmosphere in our clubs so that people of all backgrounds and fitness levels feel they belong.

Our low-price, high-value model and Judgement Free philosophy have propelled Planet Fitness from a single club in 1992 to our position today as one of the largest and fastest-growing franchisors and operators of fitness centers in the world. As we continue to grow – to new cities, regions, states and countries – we remain committed to helping advance positive health outcomes in the lives of our members and team members, and in the communities we serve.



JUDGEMENT FREE ZONE®

We provide a comfortable, safe and energetic environment where everyone feels accepted, respected and that they belong.



FRIENDLY TEAM MEMBERS

They’re ready to give a warm welcome, provide support along members’ fitness journeys and are eager to help however they can.



OPEN 24 HOURS

Many of our clubs are open 24 hours a day. We work to fit our members’ schedules, not the other way around.



CLEAN, SPACIOUS FACILITIES

From the front lobby and fitness machines to locker rooms and showers, cleanliness is one of our top priorities.



TONS OF EQUIPMENT

A variety of high-quality, brand-name cardio and strength equipment is available at all of our locations.



FREE FITNESS TRAINING⁵

Whether members are looking for a customized exercise plan or need guidance using the equipment, our certified trainers are ready to help.

⁵ Amenities and Perks subject to availability and restrictions.

2023 financial & operational highlights

\$4.5 billion

in systemwide sales

\$1.1 billion

in annual revenue

551 million+

workouts taking place in Planet Fitness gyms

18.7 million

members

2,575

clubs

2,319

franchise

256

corporate

31

years of operation

3,797

team members⁶

5

countries

⁶ Total corporate team members across Planet Fitness headquarters and corporate-owned club locations as of December 31, 2023.

OUR ESG STRATEGY

We believe that we are best positioned to make a positive impact by creating accessible, inclusive and sustainable spaces and communities where people live, work and work out.

We also recognize that non-financial risks and opportunities can influence our ability to drive long-term growth, create value for our stakeholders and deliver on our Purpose to create a more judgement free planet where health and wellness is within reach for all.

Our ESG strategy is guided by our Purpose and designed to support our business priorities through the effective management of material environmental, social and governance (ESG) issues.

“ At Planet Fitness, we take an intentional and thoughtful approach to ESG management to ensure our activities support and align with our corporate strategy. Our efforts to promote accessibility, inclusion and sustainability throughout the business help fulfill our Purpose of promoting health and wellness for all, while enhancing our long-term growth prospects and creating value for our stakeholders. We remain committed to driving positive impact and financial success while fostering a judgement free planet. ”

-CAMMIE DUNAWAY

Chair, Nominating and Corporate Governance Committee,
Planet Fitness Board of Directors

OUR BUSINESS PRIORITIES

EXPAND OUR REACH

Grow the Planet Fitness member community by bringing convenient, high-value, low-price fitness to more markets around the world.

PROVIDE A DIFFERENTIATED EXPERIENCE

Enhance the member experience through high-quality in-club and digital offerings in a community atmosphere founded on Judgement Free values.

MANAGE OUR BUSINESS RESPONSIBLY

Ensure long-term success by prioritizing the health of the business, forming strategic partnerships, protecting brand value and mitigating risk.

OUR PURPOSE STRATEGY & PILLARS

To create a more judgement free planet where health and wellness is within reach for all.

ACCESS

We increase access to fitness for all through our affordable memberships, diverse locations, equipment variety and donations.

INCLUSION

We create, promote and reward inclusive clubs, cultures and communities.

SUSTAINABILITY

We strive to leave a positive impact on the world by actively contributing to a healthier planet.

OUR STAKEHOLDERS & THE VALUE WE CREATE

SHAREHOLDERS

Create value by investing in growth opportunities and effectively managing risk.

MEMBERS

Demonstrate our competitive advantage by providing high-value, high-quality fitness in a non-intimidating environment.

TEAM MEMBERS

Attract and retain a diverse, skilled workforce through inclusive hiring practices and an engaging, collaborative work environment.

COMMUNITIES

Create a positive impact on the communities where we work and live through our efforts to create a Judgement Free Generation®.

PLANET

Mitigate our impact and practice environmental stewardship to meet stakeholder expectations and regulatory requirements.

FRANCHISEES & PARTNERS

Drive and protect brand value through good governance, ethics and compliance across our value chain.

ABOUT THIS REPORT

Transparency is a core value for Planet Fitness and one we firmly believe is vital to our ability to gain and maintain the trust of our stakeholders. The 2023 Planet Fitness ESG Report provides a comprehensive overview of our key ESG activities, progress and performance over the last year, reinforcing the critical link between our ability to deliver on our Purpose and our long-term business success.

This report's disclosures cover strategies, programs and performance for fiscal year 2023 (January 1, 2023, through December 31, 2023), unless otherwise stated. To ensure that our reporting meets stakeholder expectations and addresses material issues, this report is aligned with the International Financial Reporting Standards (IFRS) Foundation's Sustainability Accounting Standards Board (SASB) standards for the Leisure Facilities industry and is prepared in reference to the Global Reporting Initiative (GRI) Standards. To offer full transparency, we provide a data table of key ESG metrics that are pertinent to our business mapped to the above standards in the [Appendix](#).

“ At Planet Fitness, our purpose is to create a more judgement free planet where health and wellness is within reach for all. By leveraging our size and scale to increase access to fitness; promote inclusive clubs, cultures, and communities; and prioritize sustainable operations, we can strengthen our impact to improve overall societal wellbeing. I am proud of the work our organization accomplished this year, and excited for what's next as we make progress against our goals. It's an honor to lead such important work, especially as Planet Fitness collectively acknowledges that there is still much to be done. ”



-MCCALL GOSSELIN
Chief Corporate Affairs Officer



STAKEHOLDER ENGAGEMENT & ESG MATERIALITY

We maintain an ongoing dialogue with our internal and external stakeholders to inform our ESG priorities, ensuring that we are addressing the concerns and expectations of our many stakeholders. We also continually monitor the regulatory environment to prepare for compliance with pending ESG-related regulations.

Our most recent materiality⁷ assessment, conducted in 2021, identified eight highest priority material issues for Planet Fitness’ long-term business performance. The findings serve as a critical input to our overall ESG strategy and inform how we prioritize and deploy resources for our related programs. Based on engagement with stakeholders and our ongoing monitoring of the regulatory landscape and industry trends, in 2023, we reaffirmed that the topics identified in our most recent assessment are still the highest priority issues for Planet Fitness.

OUR STAKEHOLDERS	KEY ESG-RELATED ENGAGEMENT TOPICS	ENGAGEMENT CHANNELS
TEAM MEMBERS	Community engagement, workplace culture, diversity, equity and inclusion (DE&I), health and wellness, Judgement Free values, sustainability	Employee Resource Groups (ERGs), engagement surveys, in-office and virtual signage, internal events, internal newsletters and leadership communications, learning development platform and trainings, onboarding process, recognition platform
MEMBERS	Accessible and inclusive fitness, business ethics, data privacy, DE&I, health and safety, Judgement Free values	In-club signage, in-person interaction with trainers and club staff, marketing communications, Planet Fitness app, website
INVESTORS	Data privacy and cybersecurity, environmental management strategy, ESG governance, risk management and Board oversight	Annual filings, earnings calls, investor meetings, press releases
COMMUNITY MEMBERS	DE&I, health and wellness, Judgement Free values, sustainability	Nonprofit sponsorships, organizational partnerships, scholarships, volunteer opportunities
VENDORS	Business ethics, diversity, environmental management	Request for Proposal (RFP) responses, supplier interactions, Vendor Code of Conduct
POLICYMAKERS	Cybersecurity, data management and privacy	Federal, state and local policy engagement

highest priority material ESG issues

ACCESS TO FITNESS

DATA SECURITY & PRIVACY

DIVERSITY, EQUITY & INCLUSION

ENERGY & GHG EMISSIONS

ETHICS, TRANSPARENCY & GOVERNANCE

HEALTH & SAFETY

HUMAN CAPITAL INVESTMENTS

SUSTAINABLE OPERATIONS

⁷The term “material” and variations thereof refer to materiality in the context of ESG strategies, activities, progress and reporting, and are different than the concept of materiality used in securities or other applicable law. Issues deemed to be material topics for purposes of this report may not be considered material for purposes of federal securities laws.

2023 HIGHLIGHTS

social

\$9.5 million+ contributed to the Judgement Free Generation® (JFG) since 2016⁸

\$1.15 million in JFG scholarships awarded since 2017

400+ hours volunteered by headquarters and corporate club team members

\$90 million+ invested to promote youth health and wellness through our High School Summer Pass™ program⁹

environment

Conducted **first climate risk assessment**

21% decrease in total normalized operational energy use since 2019¹⁰

100% of equipment donated, recycled or resold

82% of paper products purchased had an environmental feature¹¹

governance

57% gender and racial/ethnic diversity across our Board of Directors¹²

100% team member completion of annual ethics and compliance training

⁸ Total contribution includes corporate monetary donations and funds raised from members, team members, franchisees and vendors.

⁹ Based on over 3 million program participants receiving a free classic card membership for the duration of the program.

¹⁰ Includes facilities within Planet Fitness' operational control in 2023. We use square footage to normalize operational energy use due to the fact that some energy is required to maintain facilities at all times.

¹¹ Reflects purchasing data for the roughly 76% of our system who contract with vendors who provide reporting on supplies with environmental features. Data represents percentage of total reported spend.

¹² Reflects Planet Fitness, Inc. Board of Directors composition as of March 4, 2024.

awards & recognitions

Entrepreneur

2023 Franchise 500 | ranked #1 in Fitness Category

Forbes

America's Best Employers 2023
Midsize Employers | Travel & Leisure Industry

Franchise Times

2023 Top 500 | ranked #29

Newsweek

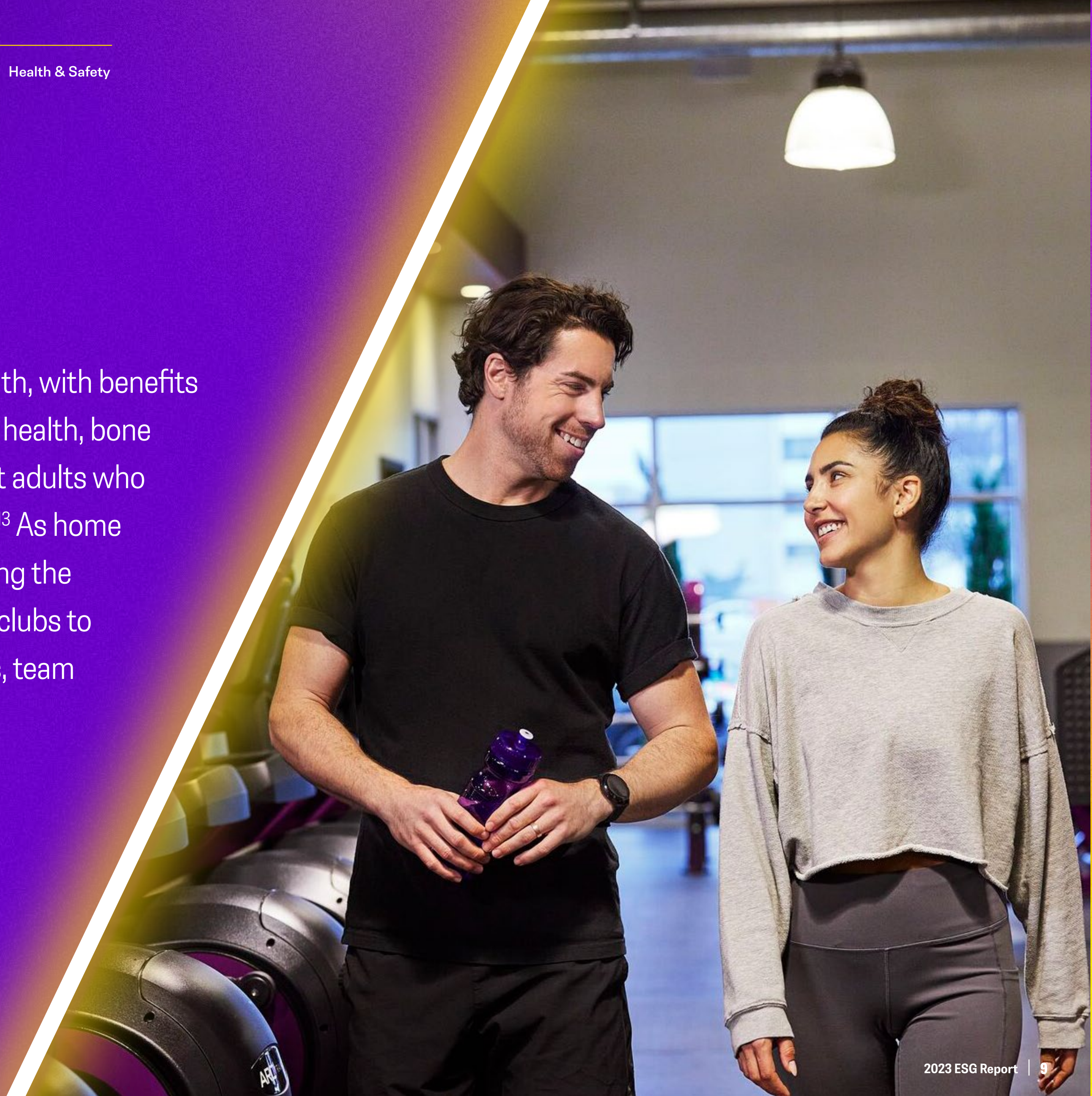
America's Best Customer Service 2023 | ranked #3 in Fitness Centers

SOCIAL

Fitness is intrinsically linked to both physical and mental health, with benefits that include immune system support, stress response, heart health, bone density and improvement in sleep. Further, studies show that adults who exercise regularly experience a 17% lower rate of depression.¹³ As home of the Judgement Free Zone[®], we are committed to supporting the full spectrum of wellbeing – from offering physical fitness in clubs to addressing the mental and emotional health of our members, team members and broader communities.

Through our efforts both inside and outside our clubs, we offer affordable, accessible fitness in an inclusive and safe environment where everyone can belong; we take care of and reward our team members; and we create opportunities for the next generation to grow and thrive.

¹³ Pearce M, Garcia L, Abbas A, et al. Association Between Physical Activity and Risk of Depression: A Systematic Review and Meta-analysis. JAMA Psychiatry. 2022;79(6):550–559. doi:10.1001/jamapsychiatry.2022.0609.



ACCESS TO FITNESS

It has always been our core belief that everyone, everywhere should have access to fitness and the many physical, mental and emotional benefits it provides. Our focus on making wellness accessible through our high-quality, high-value model directly supports our Purpose and is central to our business growth goals.

We have clubs in all 50 states and the District of Columbia, Puerto Rico, Canada, Panama, Mexico and Australia. In fact, 77% of Americans live within 10 miles of a Planet Fitness.¹⁴

¹⁴ As of December 31, 2023.

ACCESSIBLE & AFFORDABLE BY DESIGN

Our commitment to access starts at the moment of entry with our affordable standard monthly membership. Maintaining an accessible price point is core to our business model and helps ensure that our members do not need to sacrifice fitness for finances.

This is even more critical for those in lower-income communities that tend to experience a disproportionate rate of negative health impacts, such as obesity and chronic diseases. While there are many factors that contribute to overall health, we remain committed to doing our part in accelerating health equity by providing affordable fitness for all.

Beyond our high-value, low-price model is our commitment as the home of the Judgement Free Zone®. With our welcoming policies and free training offerings, we cater to members of all fitness levels, including those who are first-time gymgoers. We know how difficult it can be to get started on a journey of fitness and wellbeing, so providing an accessible and inclusive space is a priority for us.

This support extends beyond first-time gymgoers to all members at any stage of their fitness journeys through our innovative digital tools, high-quality equipment and tailored guidance in our clubs from certified trainers who are available to support anyone on the gym floor.

18.7 million

members

~20%

of locations are in low-income areas¹⁵

~40%

of members are first-time gymgoers

¹⁵ As defined by the U.S. Federal Reserve Board, a low-income area is one in which there is a median family income of less than 50% of the area median income.

FACILITIES EQUIPPED FOR ALL

Our clubs are filled with a variety of equipment options, accessible to a range of abilities. For the past several years, we have made progress working with vendors to expand our adaptive fitness offerings across our locations. This includes equipment such as recumbent steppers and ergometers, which are designed for both people with disabilities and those beginning their fitness journey.

As of this year, we have installed SCIFIT machines in more than 95% of our clubs system wide, offering adjustable equipment that appeals to a variety of individuals. The SCIFIT equipment is wheelchair accessible, can be used standing or sitting, and has many options to ensure proper fit for users.

Additionally, our digital fitness offerings have greatly expanded. We currently offer audio-only workouts and are exploring other options for the auditory and visually impaired. Additional workouts on our app include other variations, such as “no floor” workouts for those who might struggle with mobility, or adaptable features, making it easier for people of all abilities to participate.

It is our goal to go above and beyond for our members and meet them where they are on their fitness journeys. Aside from our progress on accessible equipment, all of our clubs continue to be ADA compliant and contain accessibility functions like ramps and accessible floor layouts and toilets.

Planet Fitness Houston locations launched a collaborative partnership with Special Strong, an organization that customizes workouts to accommodate individuals with disabilities. Through the partnership, Planet Fitness Houston opened locations to Special Strong’s personal trainers and their clientele to offer an accessible and encouraging exercise environment.



EXPANDING OUR FOOTPRINT, DIGITALLY

We know that not all our members are able to go to the gym, whether because of busy schedules or because they don't yet feel comfortable. To expand access, we have launched a new version of our PF App with features that provide both an improved, more motivating user experience for members and an easier pathway to entry for non-members through a suite of free content, including:

- Hundreds of workout videos, including couch-to-gym tutorials that provide guided at-home workouts to help those newer to fitness build confidence before they step into a gym
- Online registration and payment options
- Profile builder to personalize the app experience with suggested workouts based on individual goals
- Milestone tracking to celebrate moments along members' fitness journeys



ENHANCED AMENITIES TO SUPPORT RECOVERY & RECHARGING

We recognize that wellbeing is about more than fitness: it's also about adequate recovery and mental health. To support the total health of our members, we continue to offer wellness pods and cryo-loungers to PF Black Card® members at select locations for additional therapeutic experiences. We plan to pilot new recovery and wellness-based amenities in 2024.

Our Orange Park, FL, club, along with partner HydroMassage, donated a wellness pod to a 14-year-old teen with Rett syndrome who frequents the club with her mother to utilize the many benefits of the pod. Now, she can enjoy the benefits of the equipment in the comfort of her own home. The wellness pod is used as a way to reduce stress, promote relaxation and enhance muscle memory, and targets the senses to create a calming environment.

HIGH SCHOOL SUMMER PASS™ PROGRAM

We continue to offer our High School Summer Pass™ Program to provide free gym access to teens ages 14 through 19 during the summer months.¹⁶ We know that teens in particular lack access to exercise, especially during time out of school, with a reported 75% of teens not getting the recommended amount of daily exercise, according to a study from the University of Georgia.¹⁷

As part of our effort to incentivize participation, we offered scholarships, worth \$10,000 each, to ten teens across the U.S. and Canada, as well as \$10,000 grants that were awarded to ten schools based on their levels of participation.

Our High School Summer Pass™ program is a critical resource for youth during the summer months, with 93% of participating teens stating that the program will help them create long-lasting health and wellness habits, along with many other positive impacts from the program.

In addition, we expanded our efforts to bring free fitness to teens in Australia for the first time with the Teen Fit Pass, which ran during Australia's summer months of December and January.

¹⁶ May 15, 2023 - August 31, 2023.

¹⁷ Rajbhandari-Thapa, J., Metzger, I., Ingels, J., Thapa, K., & Chiang, K. (2022). School climate-related determinants of physical activity among high school girls and boys. *Journal of Adolescence*, 94, 642–655. <https://doi.org/10.1002/jad.12052>.

PROGRAM FEEDBACK¹⁸

87% of participating teens saw their mental health improve since signing up for the program

88% of teens noted an increase in their energy levels since signing up for the program

75% reported feeling happier and an improvement in their overall mood after working out at Planet Fitness

81% of parents confess their teens would have had a less productive summer and would not have been as physically active (77%) without High School Summer Pass™

84% of parents said seeing their teen exercise has inspired other family members to get more physically active

¹⁸ According to a survey of more than 10,000 teen participants and their parents.

3 million
total participants

14.5 million
workouts completed

FEEDBACK FROM PARTICIPANTS

“It’s an amazing program which benefits a lot of teens and young adults. It is a safe environment and I love it so much. It has truly improved my mental and physical health and I am very grateful for this program.”

“I had a great experience at Planet Fitness! I was able to try out some new equipment and work on my fitness goals in a fun and welcoming environment. The staff was so helpful and supportive, and I left feeling inspired to come back and work out again. I’m so grateful for this opportunity to improve my health and fitness.”

COMMUNITY ENGAGEMENT

As home of the Judgement Free Zone®, we make sure that everyone who steps through our doors feels a sense of belonging. We are also committed to taking our culture beyond our clubs through our community engagement programs. Central to this approach is the Judgement Free Generation® initiative, which aims to empower youth to contribute to a more inclusive future.

JUDGEMENT FREE GENERATION®

The Judgement Free Generation® (JFG) is Planet Fitness' signature initiative to promote kindness and acceptance among today's youth in partnership with Boys & Girls Clubs of America (BGCA). The initiative focuses on a variety of programming aimed at preventing bullying and creating inclusive cultures and communities in support of youth social, emotional, mental and physical wellbeing.

Our partnership with BGCA began in 2016 and has evolved alongside the changing needs facing at-risk youth over time. Funded programs include enhanced trauma-informed care training, scholarships providing youth with new opportunities to thrive and expanded access to inclusive fitness through Mini Judgement Free Zones® in Boys & Girls Clubs.

COMMUNITY KINDNESS GRANTS

As part of our efforts to foster a sense of community in BGCA youth, we award community kindness grants to Boys & Girls Clubs that provide them with the opportunity to give back to their own communities in their own way. These grants fund small service projects led by youth, such as volunteering at soup kitchens, participating in beach cleanups and more.

MINI JUDGEMENT FREE ZONES®

Our Mini Judgement Free Zones® provide youth with safe, welcoming places to work out and build lifelong healthy habits within their Boys & Girls Club through the donation of used Planet Fitness equipment. Since 2017, we have built more than 40 Mini Judgement Free Zones® in Boys & Girls Clubs across the country in partnership with our franchisees, vendors and team members, and recently expanded the initiative to three sites with BGC Canada.

In November of 2023, we unveiled a new Mini Judgement Free Zone® at the Boys & Girls Club of Lynn, MA. Our Core Development & Management franchise group led the effort to create the space, which features nine pieces of equipment, including treadmills, bikes, benches and dumbbells. During the unveiling event, Brian Theirrien, executive director of Boys & Girls Club of Lynn stated, "It's so important for the kids to stay focused on their goals, to realize nutrition and fitness needs to be part of their lives. Planet Fitness understands that they might not be able to make the trip over to the other side of the city. To have a mini-Planet Fitness gym here for our kids is really something special."



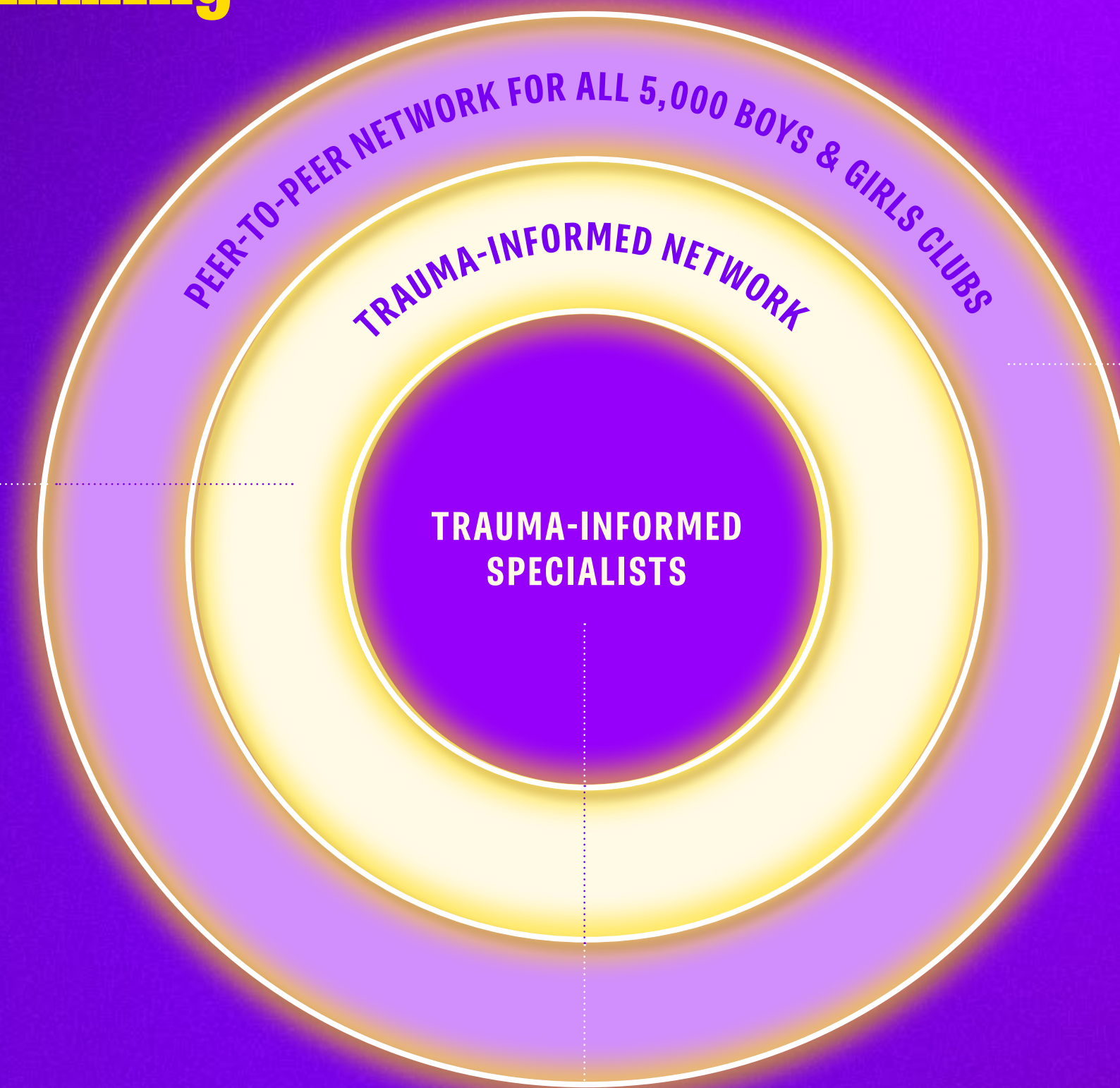
TRAUMA-INFORMED CARE TRAINING

Planet Fitness funding supports critical trauma-informed care training for BGCA staff members, which equips them with a better understanding of the traumatic experiences that youth face today along with how to address behaviors stemming from those experiences. Trauma impacts 70% of young people today and can manifest for youth in challenging behavior, so this training is essential to helping staff proactively create inclusive, safe environments and experiences for youth so they can thrive and reach their full potential. In short, BGCA experts understand that it is often hurt kids who hurt other kids. Investing in industry-leading trauma-informed care helps stop bullying and social, emotional and physical distress before it starts.

The BGCA professionals who participate in the training join a six-month learning cohort to become trauma-informed specialists, who are then empowered to lead the work and train other professionals across the network through three-day intensive learning experiences. With this support, BGCA is on track to becoming the largest trauma-informed youth-serving organization in the world.

bgca trauma-informed care programming

• Cohort who undergo a 3-day intensive learning experience, hosted by the specialists



• Network with access to direct consultation with specialists and trainings on trauma-informed topics, such as Black youth mental health, community healing and understanding historical and generational trauma

• Specialists who undergo a 6-month learning cohort to learn trauma-informed care and then facilitate trainings

judgement free generation[®] by the numbers

\$9.5M+

contributed to the
Judgement Free
Generation[®] since 2016¹⁹

\$1.2M

raised through
fundraising in 2023¹⁹

230

scholarships awarded
since 2017

50

scholarships
awarded in 2023

50

staff trained in
Trauma-Informed
Care Training in 2023

JFG SCHOLARSHIPS

We aim to support youth not only during their time at their local Boys & Girls Club, but well into their futures. In 2023, we awarded 50 teens with scholarships worth \$5,000 each to support secondary education, reflecting a \$250,000 investment. These scholarships go beyond the standard scholarship for athletic or academic achievement, focusing instead on youth who advance kindness and inclusion in their communities. Of the 50 scholarship recipients, 58% identify as first-generation college students and 84% identify as belonging to underrepresented minority groups.

SPOTLIGHT THE COMMUNITY

Hannah Paras is one of our 2023 scholarship recipients who actively promoted judgement free values within her local club. We were honored this year to have Hannah, who is currently pursuing a degree in fine arts, serve as the designer of the limited-edition T-shirt that we sold during our annual fundraiser in October, with proceeds benefiting BGCA. The T-shirt graphic represents the vision of a Judgement Free Generation[®].

NATIONAL BULLYING PREVENTION MONTH

Each year, we rally our franchisees, team members and members in support of our partnership with BGCA during National Bullying Prevention Month in October. Throughout the month, we raise funds in our clubs, online and through sales of a custom T-shirt.



¹⁹ Total contribution includes corporate monetary donations and funds raised from members, team members, franchisees and vendors.

CLUBS SUPPORTING THEIR COMMUNITIES

Our commitment to our communities extends beyond our partnership with Boys & Girls Clubs. Throughout the year, our franchisees and team members give back to their local areas by contributing equipment, volunteering and providing critical services for those in need.

Our local club in Pomona, CA, provided 22 pieces of equipment to four fire stations within the Los Angeles, CA, area as part of our support for local firefighters.

Amid hazardous air quality caused by wildfire haze across the country during the summer, many of our clubs, including those in Louisville, KY; Detroit, MI; and Cincinnati, OH, opened their doors to the public for free access to a safe, healthy environment.

FLEXING FOR GOOD VOLUNTEER MONTH

In 2023, we expanded our Flexing for Good team member volunteering initiative from a weeklong effort to a more comprehensive full-month effort during which headquarters and corporate club team members volunteered in local communities.

Throughout the month of September, corporate team members of all levels and across multiple states dedicated their time, talent and energy to support various nonprofit organizations, collectively contributing over 400 hours of service. Our goal is to expand the initiative system wide in 2024.

VOLUNTEERING AT HEADQUARTERS & CORPORATE CLUBS IN 2023

400+
hours

115+
volunteers

15
initiatives

13
nonprofits
supported

FLEXING FOR GOOD IN ACTION

Flexing for Good provides our team with the chance to advance all areas of our impact strategy – from protecting the environment by cleaning up our beaches to promoting access to health and wellness by participating in a field day with a local Boys & Girls Club chapter.

Boys & Girls Clubs of Dorchester, MA – Provided 100 kids with a positive fitness experience through “Record Day,” where kids won prizes for their high scores, gained confidence and had fun with their peers.

Blue Ocean Society for Marine Conservation – Collected 19 pounds of trash on Hampton Beach in New Hampshire.

Give Kids the World – Served breakfast at Give Kids the World Village in Florida, which provides free, weeklong vacations for children with critical illnesses and their families.

New Hampshire Food Bank – Sorted more than 4,000 pounds of frozen food and assisted with meal preparation for those in need.







Ronald McDonald House of Florida – Packed 400 care kits with necessities for residents of the Ronald McDonald House.

St. Jude Children’s Research Hospital – Created more than 100 virtual cards for patients.

DIVERSITY, EQUITY & INCLUSION

As a people-first organization built on the promise of Judgement Free values, we are committed to fostering an internal culture and environment where everyone can thrive. We continue to advance our DE&I strategy, focusing on new initiatives and programs that support each of our strategic pillars.

OUR DE&I STRATEGIC PILLARS

-  Build and attract a diverse workforce
-  Empower our teams
-  Foster an inclusive culture
-  Invest in partners and programs

BUILD & ATTRACT A DIVERSE WORKFORCE

We prioritize recruiting and retaining a diverse workforce that reflects the communities where we live, work and work out.

We saw a year-over-year increase of women in leadership roles at headquarters,²⁰ increasing to 46% in 2023 from 43% in 2022. While overall representation of underrepresented minorities²¹ remained flat from 2022, we saw a 3% increase in diverse representation at manager+ levels. Additionally, to uphold our commitment to annually assess gender and racial pay equity, we internally reviewed our compensation across all levels at headquarters. Our review found no significant pay gaps in 2023. We are committed to reviewing on an annual basis.

For our headquarters team members, we continued to offer hybrid and remote work as a way to attract a more diverse pool of candidates beyond our immediate vicinity. In a time of near record low unemployment, we recognize both the social and economic value of broadening and deepening our candidate pool to recruit and retain the very best talent for Planet Fitness.

²⁰ "Headquarters" includes our Hampton, NH, corporate headquarters and our Orlando, FL, corporate office.

²¹ Hispanic, Black/African American, Native Hawaiian/Pacific Islander, Asian, American Indian/Alaska Native or two or more races.



46% women in manager+ roles at headquarters, up from 43% in 2022

5% year-over-year decrease in voluntary departures among women at headquarters

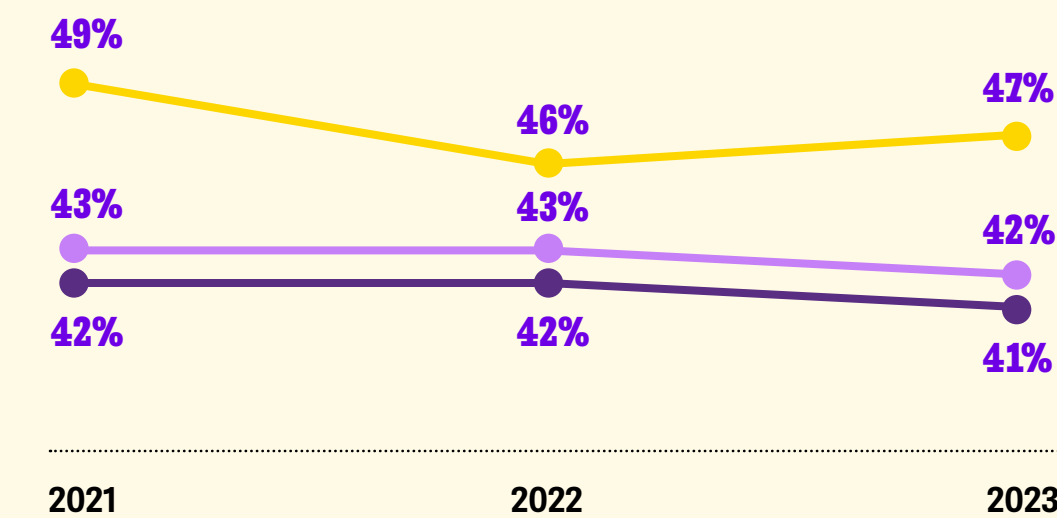
23% underrepresented minorities among headquarters workforce, maintaining levels from 2022

our workforce representation data²²

The workforce data we report covers team members at our headquarters and corporate clubs and is reflective of what we report to the Equal Employment Opportunity Commission in our annual EEO-1 filing.

gender representation

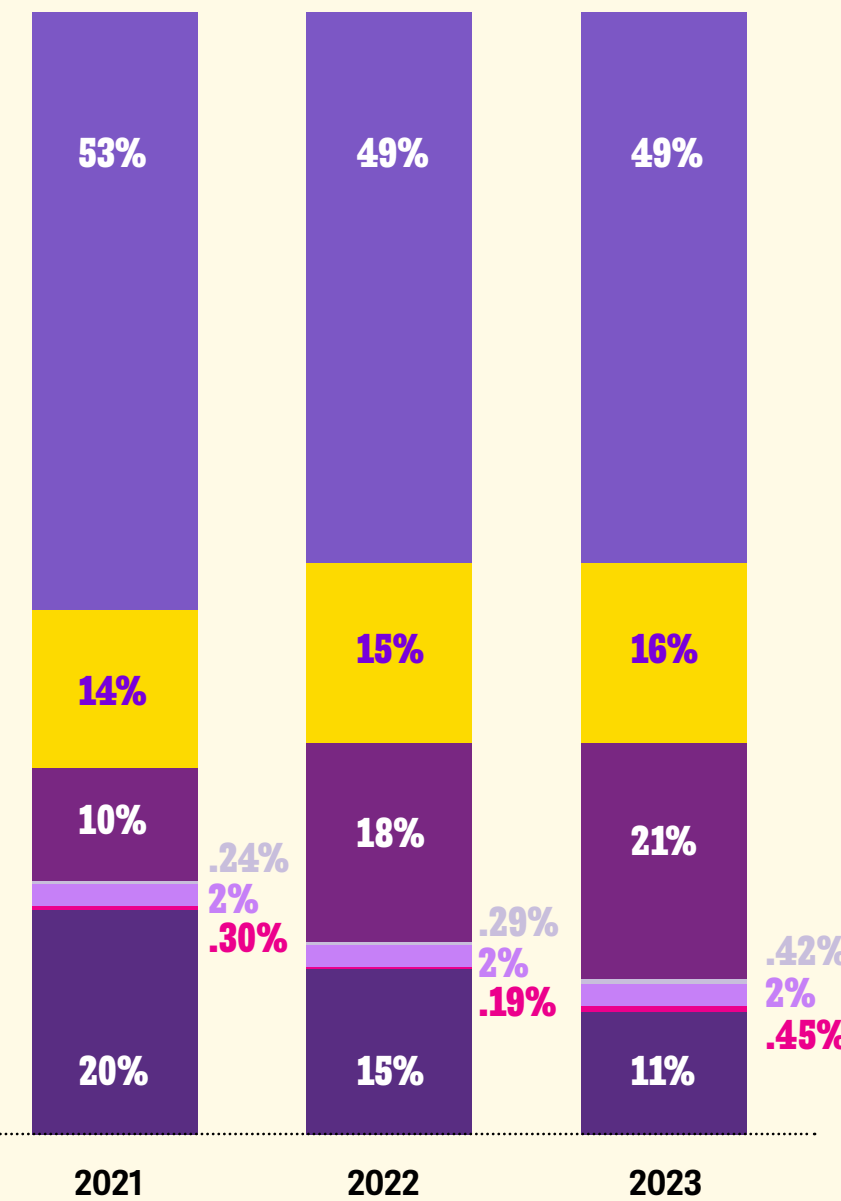
TOTAL WORKFORCE²³ (% non-male)



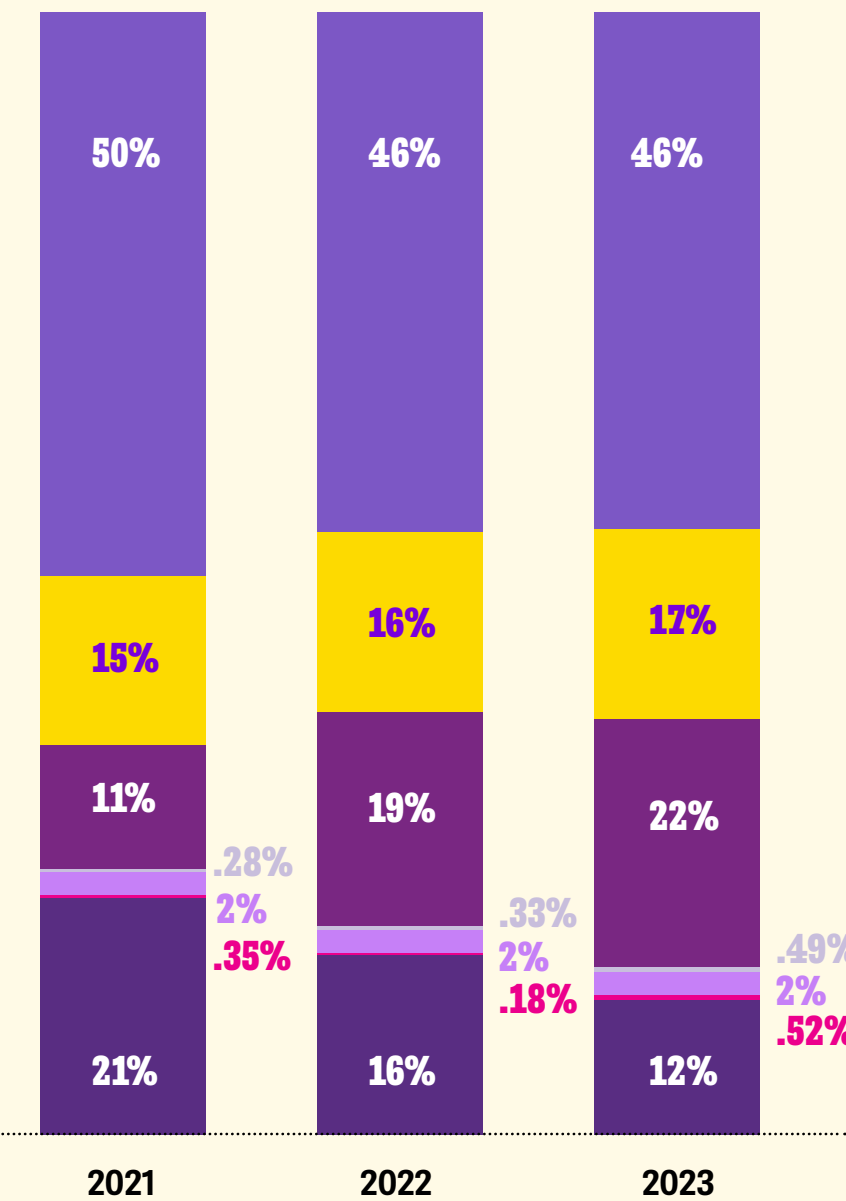
- Managers & Leadership²⁴
- All Employees
- Non-Managers

racial/ethnic representation

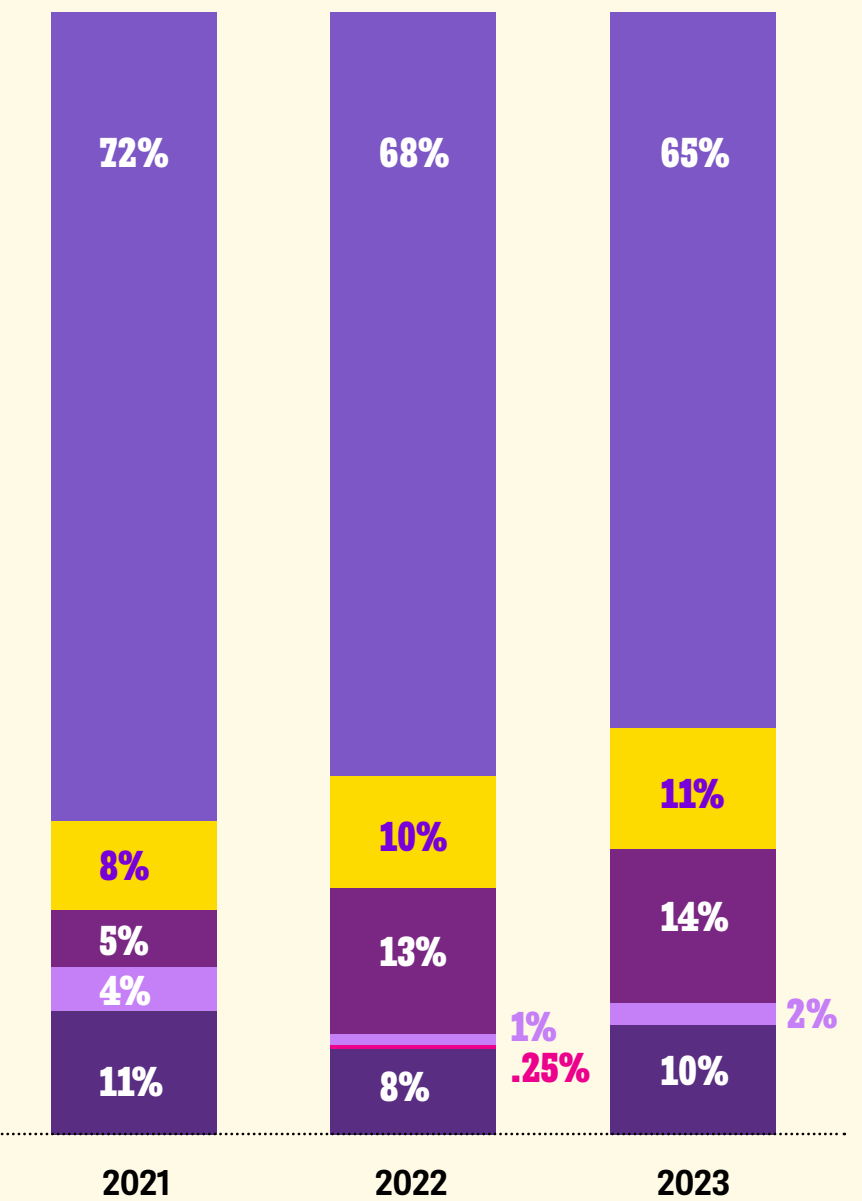
TOTAL WORKFORCE²³



NON-MANAGERS



MANAGERS & LEADERSHIP²⁴



- White
- Black/African American
- Asian
- Hispanic
- American Indian/Alaska Native
- Two or More Races/Doesn't Specify
- Native Hawaiian/Pacific Islander

²² Due to rounding, numbers presented may not reflect exact totals.

²³ Includes all team members at our Hampton, NH, headquarters, our Orlando, FL, corporate office and our corporate-owned clubs.

²⁴ Includes all headquarters and corporate office team members in manager+ roles, and all corporate club managers.

EDUCATE & EMPOWER OUR TEAMS

We strive to cultivate leaders who promote a more equitable and inclusive culture. As such, we have focused our efforts on providing education and tools to our teams to strengthen cultural competence and build a shared workplace where everyone feels accepted.

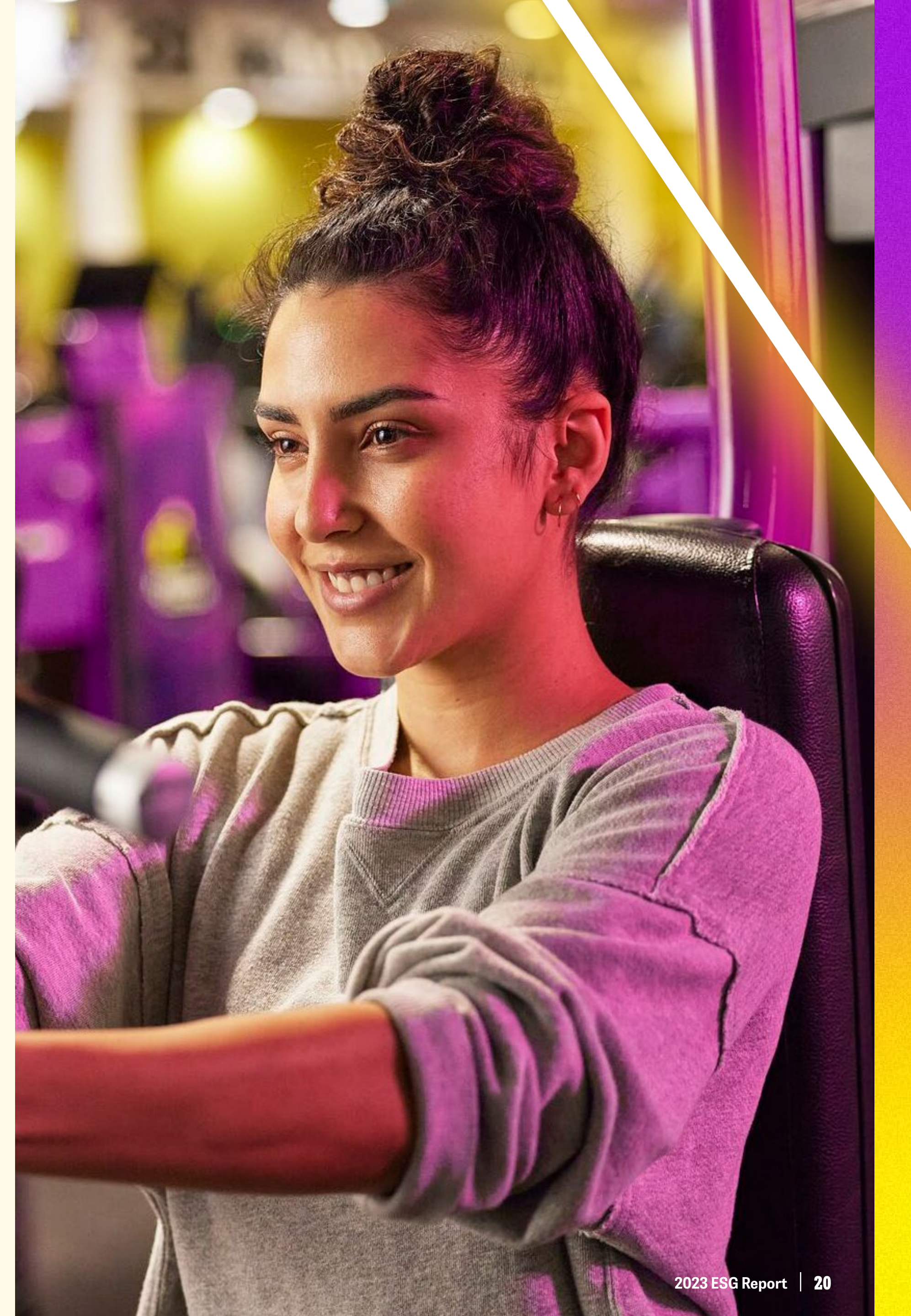
We continue to build an inclusive workforce where differing perspectives and experiences are welcomed. We have also developed resources for our team members across all clubs around cultural observances and heritage months to support and foster a culture of continuous learning.

INVEST IN PARTNERS & PROGRAMS

We extend our DE&I commitment to inclusion beyond our business and into our communities through national and local partnerships that advance our shared vision.

We continue to partner with BGCA, the largest youth-serving organization in the country with reach to millions of youth, 65% of whom are underrepresented minorities. Through our work together, we provide access to trauma-informed care and scholarships to elevate youth experiences in their Boys & Girls Clubs and in the future. Read more about the Judgement Free Generation® in [Community Engagement](#).

We continued to foster welcoming and inclusive spaces to support LGBTQIA+ communities through partnerships both nationally and locally. In addition to our community partnerships, we also evaluate our business partners in our supply chain on their DE&I efforts to ensure we are promoting diverse communities beyond our immediate impact.



FOSTER AN INCLUSIVE CULTURE

We are the home of the Judgement Free Zone® and, as such, must perpetuate a culture of belonging and inclusion for our team members, members and communities. We regularly engage our Employee Resource Groups (ERGs) to promote our own culture of inclusion.

In 2023, we launched You Belong @ PF, our ERG for LGBTQIA+ communities and allies. During the year, the group hosted educational learning sessions for our team members and covered topics such as the history of Pride, welcoming spaces, allyship and some of the basic concepts important to this community and allies.



During Women’s History Month in March, we engaged with our EmpowHER ERG to host a variety of events focused on topics impacting women. In September, our Judgement Free Parents ERG supported and celebrated working parents at Planet Fitness with a back-to-school breakfast at our headquarters and sponsored the backpack drive for a local Boys & Girls Club during our month-long Flexing for Good initiative (see [Community Engagement](#) for more details).

We are committed to enacting and upholding policies to ensure all members and team members are respected. We are proud to serve as an equal opportunity employer. See our Non-Discrimination Policy on our [Policies page](#).

building safe spaces with ERGs

Our three ERGs play an essential role in both empowering our teams and advancing a culture of community and belonging, furthering multiple DE&I commitments while supporting talent retention. We continue to evolve our ERGs to better engage team members, build connections with leadership and open new pathways for dialogue among our workforce.

EMPOWHER

EmpowHER supports the inclusion and advancement of women in the workplace, hosting events and discussions to drive mentorship, foster leadership opportunities and create community.

Judgement Free PARENTS

Judgement Free Parents supports our working parents and caregivers, fostering greater discussion around evolving challenges and potential solutions for supporting work-life balance.

YOU BELONG @pf

You Belong @ PF gathers members of LGBTQIA+ communities and allies, convening discussions and events aimed at educating and engaging employees and advancing inclusion and belonging.

HUMAN CAPITAL INVESTMENT

Our Human Resources team leads our efforts to invest in talent and build a workplace culture where people can thrive professionally and personally – a culture that embraces diverse perspectives, fosters wellbeing and enables growth and opportunity.

ENGAGING HEADQUARTERS TEAM MEMBERS RIGHT FROM THE START

It is important that team members feel a part of our community from their first day. In the past year, we have revitalized our onboarding process to ensure new team members at our corporate headquarters can begin long-term careers at Planet Fitness. Our efforts to strengthen our connections with new team members include:

- **Hiring Manager Trainings and Checklists:** We provide hiring managers with robust tools for welcoming new hires, along with checklists for the first three months of employment so we can deliver a meaningful onboarding experience that ensures job readiness.
- **In-Person Onboarding Experience:** Designed to deliver a consistent and engaging new hire experience, our two-day in-person onboarding approach enables all team members, regardless of location or remote status, to travel to our headquarters to meet their teams and learn about what makes Planet Fitness unique.
- **PF Peer Program:** All new team members are provided with a Buddy as a sounding board for questions and a resource outside of their manager.
- **Leadership Meet and Greets:** We offer a regular in-person small group discussion with leadership specifically for new team members.
- **New Hire Team Member Surveys:** Feedback informs our actions. All new headquarters team members are issued a survey within the first two weeks of their start date so we can continue to evolve our onboarding experience to ensure it is the best that it can be.
- **60-Day Check-In:** To gauge how new team members are adjusting to life at Planet Fitness and ensure they have the support and resources they need, our Human Resources team conducts check-in meetings at the 60-day mark for new hires. We also use this opportunity to collect live feedback on our onboarding process.

LISTENING TO OUR TEAM MEMBERS

Feedback plays an essential role in the ongoing evolution of our team member experience. We prioritize two-way dialogue with our team members and offer multiple channels to learn from and connect with our people, including Town Hall forums, team member surveys, small group meetings with members of our Executive Team and in-person and virtual gatherings hosted by our ERGs. Team members can also share anonymous feedback via our purple feedback box, available in both in-person and virtual formats.

2023 HEADQUARTERS EMPLOYEE PULSE SURVEY RESULTS

85% of employees would recommend Planet Fitness as a great place to work, which is 6 points above industry benchmark²⁵

Based on survey results from this year, we have already formed the PF Pulse Responders committee – led by team members of different levels and functions – to ideate and co-create initiatives and solutions to address challenges and issues raised via the Pulse survey.

²⁵ Score benchmarked against industry standard from Achievers, our engagement survey provider.

TEAM MEMBER LEARNING, DEVELOPMENT & SKILL-BUILDING

Developing talent within our organization positions us competitively in the marketplace, while helping to unlock team member potential and empower growth.

We provide team members with the skills they need for continuous advancement and growth and are prioritizing efforts to make training more accessible by offering a mobile app version of our Learning Management System, along with increasing our communications on the trainings that are available.

- **Planet Fitness University (PFU):** Our online training platform offers more than 86 self-directed professional development courses to our team members. As of 2023, the platform had more than 37,800 active users across our headquarters, corporate club and franchise communities.
- **LeadDev:** Our Leadership Development courses focus on building next-level skills for emerging leaders in our headquarters, corporate club and franchise communities.
- **Pryor for Professional Development:** We continue to offer access to Pryor for Professional Development courses for our corporate team members, and recently underwent an effort to audit the trainings available to ensure relevance and resonance.

37.8K+

active PFU users

787K+

PF University course completions

10.9K+

LeadDev module completions

benefits & compensation for team member total wellness

Our competitive compensation and comprehensive benefits package are designed to support our eligible headquarters team members and their families – including support for their physical, mental and financial wellbeing.

healthcare benefits

- Medical, dental and vision coverage
- Life insurance
- Accidental death and dismemberment coverage
- Short- and long-term disability
- Telehealth

work-life flexibility

- Paid time off and holidays, accrued based on level and role
- Unlimited sick and personal time
- Two annual volunteer days off
- Hybrid work model at our headquarters, with three days expected in office, one flex day and one work-from-home day each week
- Early closures on Friday
- Paid parental leave

financial wellbeing

- Employee stock purchase plan
- 401(k) with matching for team members with more than 90 days of service
- Childcare reimbursement

additional wellness perks

- Free Black Card membership with access to our PF Perks

AN ENGAGED, INCLUSIVE & REWARDING CULTURE

Culture is at the core of our business and is an essential way that we promote our values and retain top talent. We offer a number of experiences for our team members to drive a greater sense of community and belonging at Planet Fitness, including:

- Offering our **12 Months of Wellness** initiative with monthly fitness challenges and rewards that include giveaways and even an extra vacation day.
- Hosting **Kids Day** where parents and caregivers at headquarters are invited to bring the whole family to work for a full day of events.
- Re-launching our **Summer Outing**, which in 2023 returned for the first time since COVID, to foster greater out-of-office relationship-building among our headquarters team members.
- Fostering a sense of community among team members with opportunities to give back through **supply drives and volunteerism**.
- Facilitating in-office events at headquarters, such as a **quarterly social event** following Town Halls.



12 MONTHS OF WELLNESS

Throughout 2023, team members at headquarters and across our corporate clubs participated in activities to support their total wellbeing as part of our 12 Months of Wellness initiative. Each quarter focused on a different aspect of wellness – physical, social, emotional and intellectual – with monthly themes aimed at helping team members build and maintain healthy habits in all parts of their lives.



In addition to providing engaging experiences, we prioritize celebrating our team members for their contributions to both our culture and our business. Our digital recognition and rewards platform, Thumbs Up, offers a financial incentive and is available for any team member at headquarters or our corporate clubs who is nominated by their peers. We also celebrate our team members for reaching career milestones, anniversaries and birthdays, and host an annual Appreciation Week at our headquarters with weeklong events and giveaways.

appreciation week 2023

During our fifth annual Appreciation Week, we celebrated the unwavering dedication and hard work demonstrated by our team members throughout the year. The week was marked by a collective outpouring of gratitude, with 2,450 recognitions, both digital expressions and hand-written cards, sent to team members throughout the week.

Additionally, Planet Fitness made monetary donations to five local nonprofit chapters selected via vote by our team members.



planet fitness
WORLD HEADQUARTERS

give thanks

Name:

Words of Gratitude:

From:

We are better together.
One Team. One Planet.

HEALTH & SAFETY

Planet Fitness is deeply committed to safeguarding the health and wellness of our members, employees and communities. We prioritize safe and clean operations through comprehensive wellness programs and training to ensure the wellbeing of our members and team members.

SAFE OPERATIONS

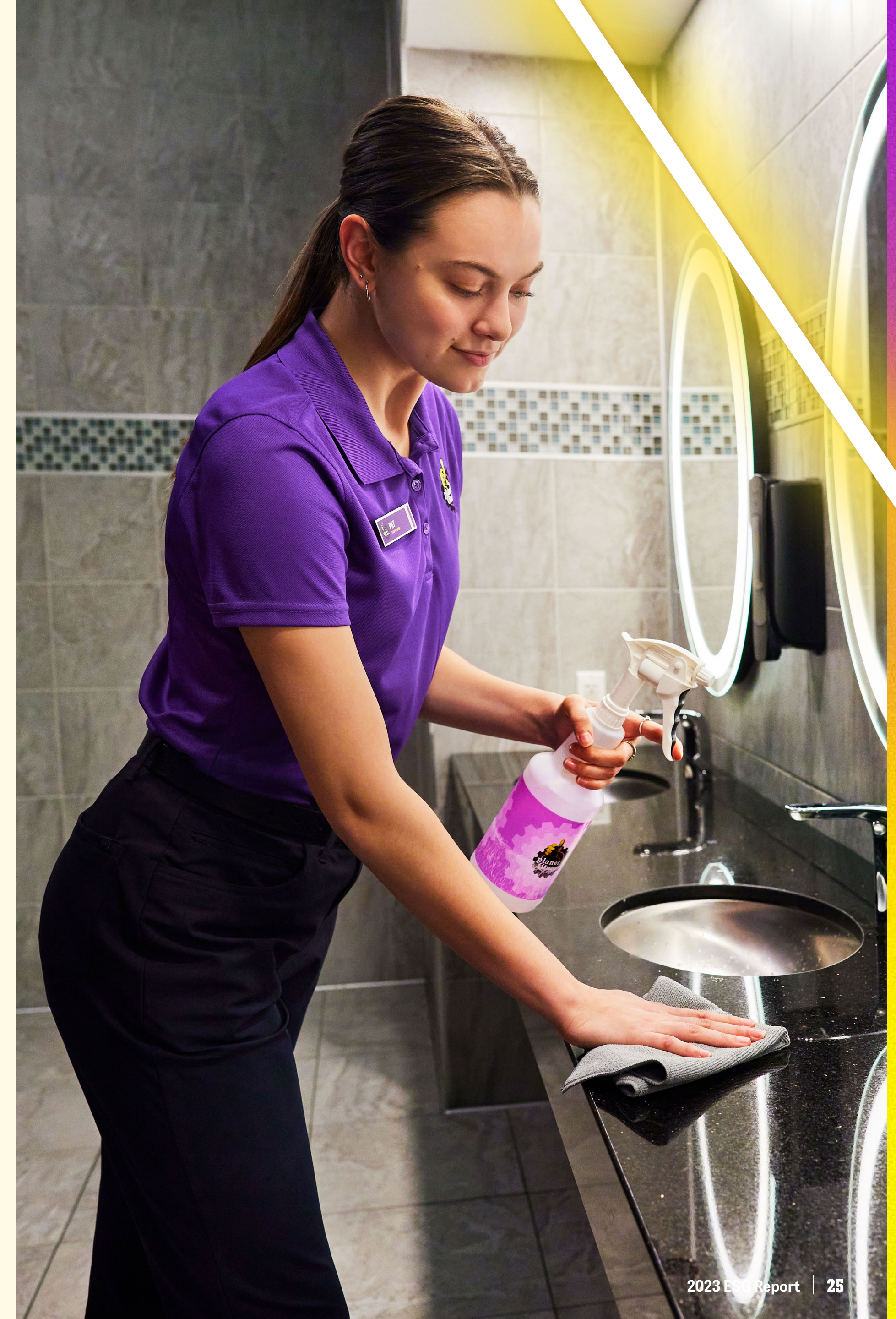
We put the highest priority on the safety of our team members and members while in our clubs and have strict safety protocols in place to ensure that these standards are upheld. We include our health and safety requirements in our Code of Ethics to further emphasize our commitment to upholding the highest standards of safety.

Team member training and resources are key to maintaining safety consistently and thoroughly throughout clubs. This year, we rolled out mandatory active shooter and de-escalation training for all team members. We have also begun to pilot alarm buttons at select club locations with a direct line to law enforcement should any safety issues arise.

CLEANLINESS PRACTICES

We continue to maintain our rigorous cleanliness practices, requiring strict policies for our clubs and training for our members in order to uphold the health and safety standards in our facilities. Further, we are implementing more contactless bathroom components, requiring two hand dryers per locker room, as well as motion sensors on faucets, decreasing the presence of bacteria on heavily used surfaces.

In addition to training our staff on cleanliness practices, we provide cleaning supplies and hand sanitizer stations throughout the club so members can do their part in preventing the spread of disease.



PROTECTING MEMBER HEALTH

The health and safety of our members is of the utmost priority to Planet Fitness, and we take extensive measures to ensure we are able to respond to health concerns rapidly and effectively. All of our clubs are equipped with physical safety tools, such as defibrillators, and we check them monthly to ensure they are in proper working order.

Additionally, all corporate and full-time franchise club team members, including managers, assistant managers and trainers, must obtain CPR training within 30 days of being hired.

life-saving stories

We place great importance on the pivotal role our team members play in cultivating a safe and nurturing atmosphere for our diverse membership. As our team members engage on the gym floor in our clubs, they may occasionally encounter situations requiring prompt responses to address health emergencies among our members. These occurrences are unpredictable, yet we believe they should be appropriately recognized. In recognition of these exceptional team members, Planet Fitness is exploring establishing a formal program in 2024 to acknowledge “on-the-job” acts of service when attending to members in times of need.

Two Planet Fitness team members at our Matthews, NC, club were recognized by the local fire department for their role in [saving the life of PF member Kurt Fichtman](#) when he suffered cardiac arrest while working out in the club. Thanks to their quick action and the life-saving efforts of Matthews Fire and EMS responders, Fichtman survived and was able to return home to his wife and two daughters. In a special reunion with the Planet Fitness team members and first responders involved, Fichtman expressed his gratitude:

“ You can't put into words when somebody saves your life how grateful you are. Words can't quantify it. I feel like I couldn't say thank you enough. ”

ENVIRONMENT

We recognize that, in order to create healthy communities, we must start with a healthy planet. Sustainability is a core tenet of our Purpose strategy, and we are committed to making more sustainable decisions across our operations while partnering with suppliers and franchisees to reduce our collective impact on the environment.



APPROACH TO ENVIRONMENTAL MANAGEMENT

At Planet Fitness, effective environmental management is not only the right thing to do, but a business imperative. Our approach focuses on responsibly using natural resources and minimizing the external impacts of our operations to meet stakeholder and regulatory expectations, reduce operational costs and help contribute to a healthier planet.

ENVIRONMENTAL GOVERNANCE

Our environmental strategy is overseen by the Nominating and Corporate Governance Committee of our Board of Directors as part of their broader oversight of our ESG strategy and program, and by the Chief Corporate Affairs Officer. It is implemented by a cross-functional Environmental Working Group composed of leaders and team members from our Operations, Vendors and Equipment, Construction, Real Estate and ESG and Social Impact teams.

To codify our commitment to environmental sustainability, in early 2024 we published our [Environmental Policy](#), which outlines our practices, expectations and responsibilities related to environmental management and stewardship across our operations. This includes our commitment to complying with all applicable international, federal, regional, state and local environmental laws, regulations and standards that pertain to our operations.

priority environmental focus areas



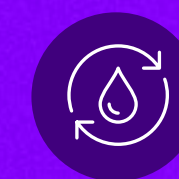
ENERGY

Reducing our energy use and improving efficiency by prioritizing and, where appropriate, requiring the installation of more energy-efficient fixtures, appliances and practices in facilities.



GREENHOUSE GAS (GHG) EMISSIONS

Monitoring and reducing GHG emissions by managing our energy consumption and, where feasible, incorporating renewables into our total energy mix.



WATER

Conserving water by prioritizing water-efficient building design and, where appropriate, requiring low-flow fixtures in facilities.



WASTE

Diverting waste from landfill and reducing waste generated by our operations by encouraging reuse, recycling and, where applicable, donation, as well as by tracking equipment end-of-life and installing fixtures that help limit waste in our facilities.



SUSTAINABLE SOURCING

Considering our vendors' sustainability practices in our procurement decisions and prioritizing environmentally friendly products and materials.

MEASUREMENT & ASSESSMENT

Since 2020, we have worked with outside environmental accounting experts to measure our energy use and associated GHG emissions, water withdrawal and waste generated across our headquarters and corporate clubs. While these assessments have helped provide year-over-year comparison of resource use and environmental impacts of our direct operations, we recognize that Planet Fitness' environmental footprint extends beyond corporate-owned locations. To understand our impacts beyond the domains of our operational control, in 2023, we expanded our assessment to include energy, emissions and water use at our franchise locations.²⁶

Additionally, we worked with consultants to conduct our first-ever climate risk assessment to analyze the potential and actual physical and transition risks to Planet Fitness' business as a result of climate change. The insights from these assessments are vital to making progress on our environmental management program and helping us prepare for local, state, federal and international regulatory compliance.

STAKEHOLDER ENGAGEMENT ON ENVIRONMENTAL MATTERS

We recognize that our size and scale mean that we have the opportunity to engage with key stakeholders on environmental management topics. This includes our approach to sustainable sourcing and working with our suppliers to understand and, where possible, mitigate the environmental impacts of our value chain. You can read more about our vendor engagement practices in [Sustainable Sourcing](#).

As our environmental sustainability strategy grows and matures, we also are committed to offering resources and educational opportunities to our members, team members and franchisees. We continue to look for opportunities to work with franchisees and others in our value chain to support responsible environmental management in their own operations. More information about our stakeholder engagement across all ESG topics can be found in [About This Report](#).

²⁶ We extrapolated emissions as well as energy and water consumption for more than 2,000 franchises based on available data for >200 franchises using a regression analysis and average energy use intensity.



ENERGY & GHG EMISSIONS

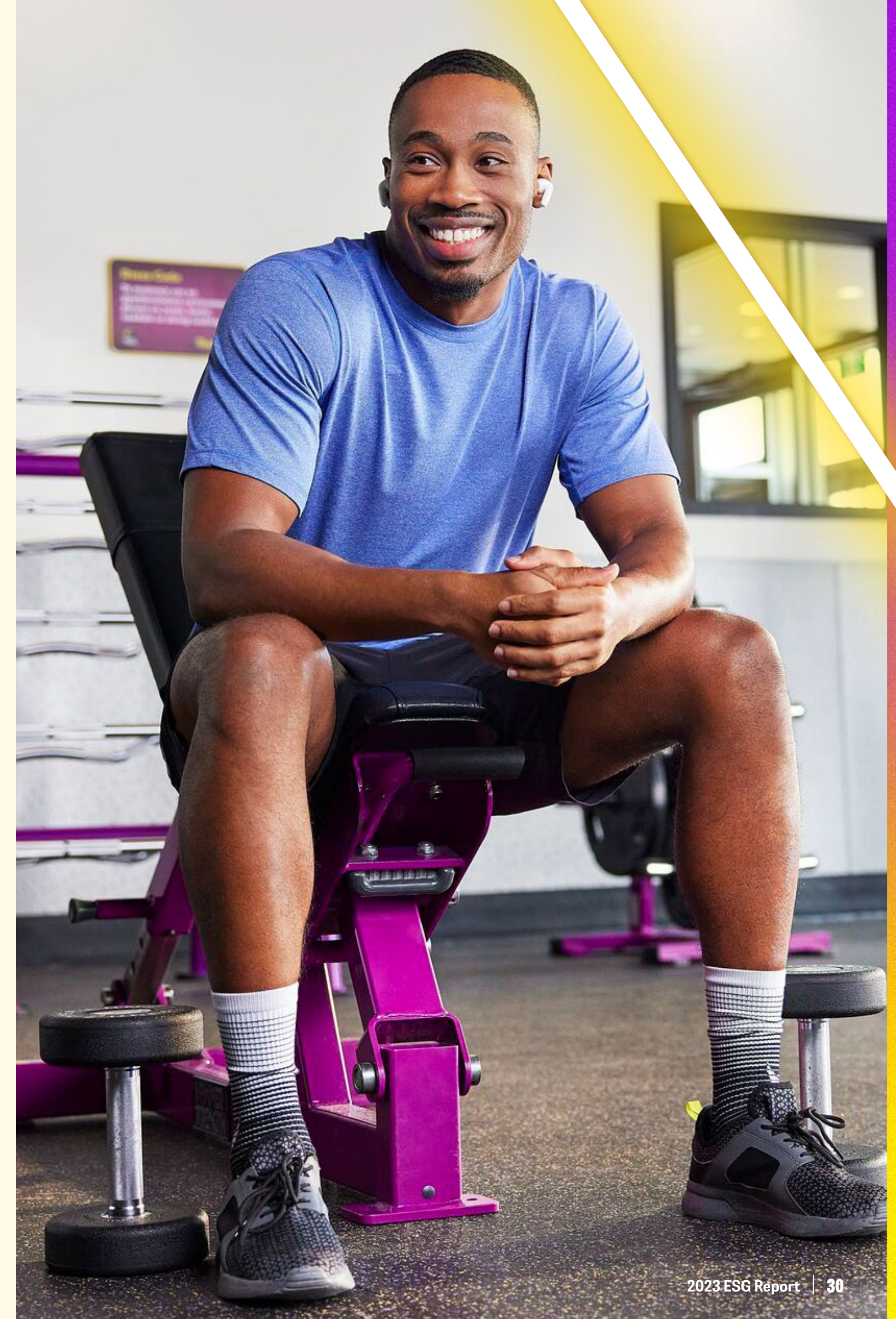
At Planet Fitness, we recognize that climate change presents one of the most pressing threats to our planet, communities and ability to do business. Our energy and GHG emissions reduction strategy is founded on the knowledge that climate poses actual and potential risk to our company, and we are working to mitigate our own impacts by building and operating sustainable and efficient facilities, exploring opportunities to use clean energy sources and equipping our partners and franchisees with the resources and tools necessary to curtail our collective carbon footprint.

ASSESSING OUR CLIMATE-RELATED RISK

In our ongoing commitment to environmental responsibility, in 2023, we conducted our first-ever climate risk assessment.

Consistent with the recommendations from the Task Force on Climate-Related Financial Disclosures (TCFD) and in line with the IFRS Foundation's International Sustainability Standards Board (ISSB) S2 reporting standard for Climate-Related Disclosures, our assessment evaluated forward-looking physical and transition risks considering two potential scenarios. Preliminary results identified potential physical, operational and regulatory risks due to extreme weather events, anticipated increased energy costs and potential carbon taxes.

We are reviewing the results of the assessment and considering how to incorporate the identified risks into our overall environmental management program. We intend to provide updates on resulting enhancements to our climate-related governance, strategy and risk management, along with any subsequent planned actions, in future reporting.



ENERGY EFFICIENCY MEASURES IN CORPORATE CLUBS

Our corporate clubs play a pivotal role in our commitment to reducing our environmental impact, and we continually update our standards and procedures to ensure we are being as efficient with our resources as possible. All corporate clubs have used Save Energy HVAC systems since 2015, and in 2023, we adopted new HVACs that meet the new Department of Energy standard. These new units help to significantly reduce our energy footprint across our 256 corporate clubs, as well as cut utility costs over the long term.

To help improve our energy use, we have installed LED lighting in 95% of clubs systemwide. This energy-efficient lighting upgrade is mandated for all new and reequipped clubs. We also encourage the adoption of tankless water heaters across all clubs, which use less energy than traditional heaters. In line with our commitment to resource management, we are actively working on the installation of energy-efficient washing machines in clubs where we have deployed our microfiber cleaning system. These facilities improvements not only reduce our energy consumption and utility costs, but also contribute to a significant reduction in GHG emissions from our operations.

REDUCTION EFFORTS AT HEADQUARTERS

At our headquarters, we lead by example in our commitment to reducing our environmental impact. We have implemented a range of initiatives to reduce our energy use, including the installation of LED lighting and motion sensors in offices, conference rooms and shared spaces, which allow for the optimization of energy use by automatically adjusting lighting based on occupancy.



MEASURING OUR ENERGY & EMISSIONS FOOTPRINT

To gain a full understanding of the environmental impacts of our operations, we conduct annual assessments of energy use and GHG emissions of our corporate-owned facilities against a 2019 baseline.

We saw an overall increase in absolute operational energy use and GHG emissions²⁷ in 2023 due to the inclusion of our Orlando, FL, corporate office in our headquarters measurement, along with the addition of 22 clubs to our corporate fleet during the fiscal year. Despite this, we recorded an overall 21% decrease in energy use and 11% decrease in GHG emissions from our baseline when normalized by square footage.²⁸

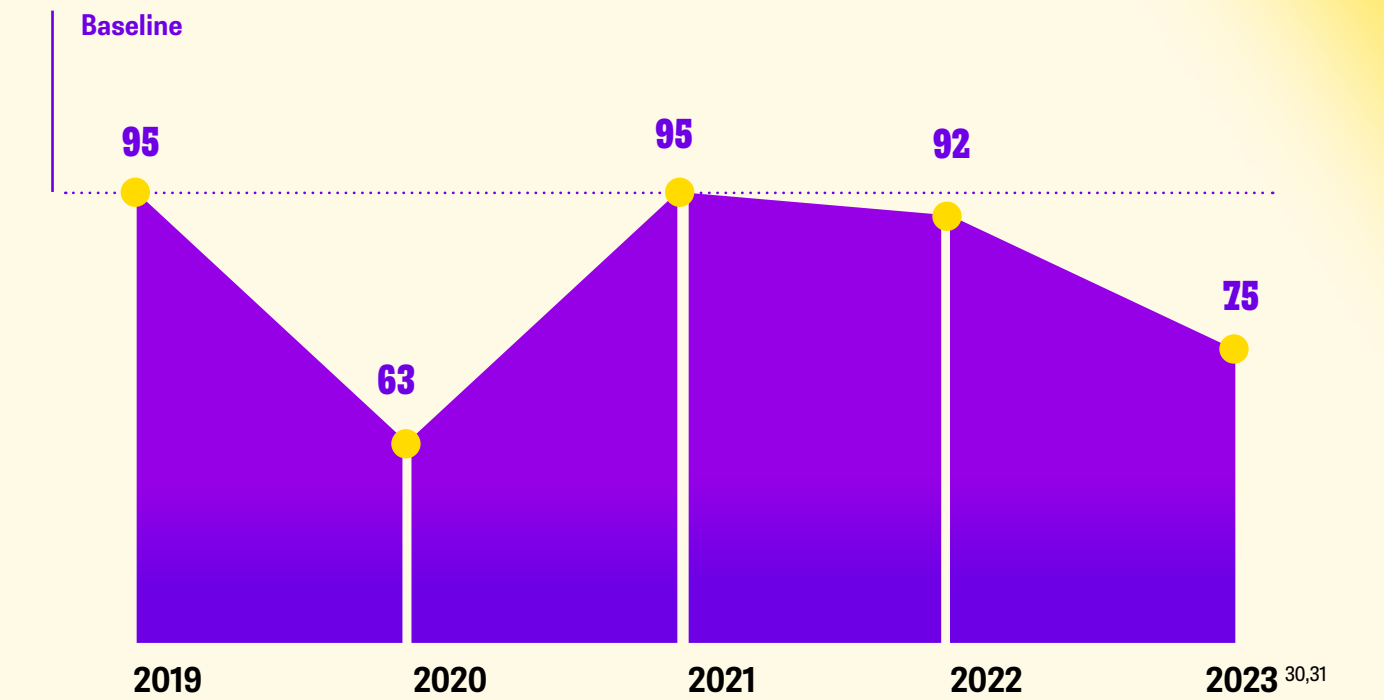
operational energy use²⁹

(millions kBtu)



normalized operational energy use

(kBtu/square foot)²⁸



key trend

21% decrease in total normalized operational energy use since 2019

²⁷ Operational energy use and GHG emissions are in reference to energy use and emissions from facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs.

²⁸ We normalize energy use to understand progress per club; we use square footage to normalize because it is the best predictor of energy use and emissions.

²⁹ Due to rounding, numbers presented may not reflect exact totals.

³⁰ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

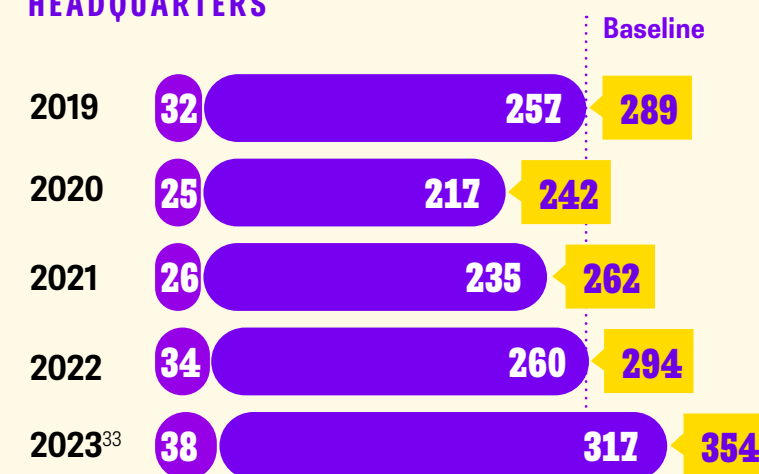
³¹ In 2023, we expanded our normalized operational energy use to include all corporate clubs. Prior year data excluded clubs added to our corporate club fleet through the acquisition of Sunshine Fitness in early 2022.

operational ghg emissions³²

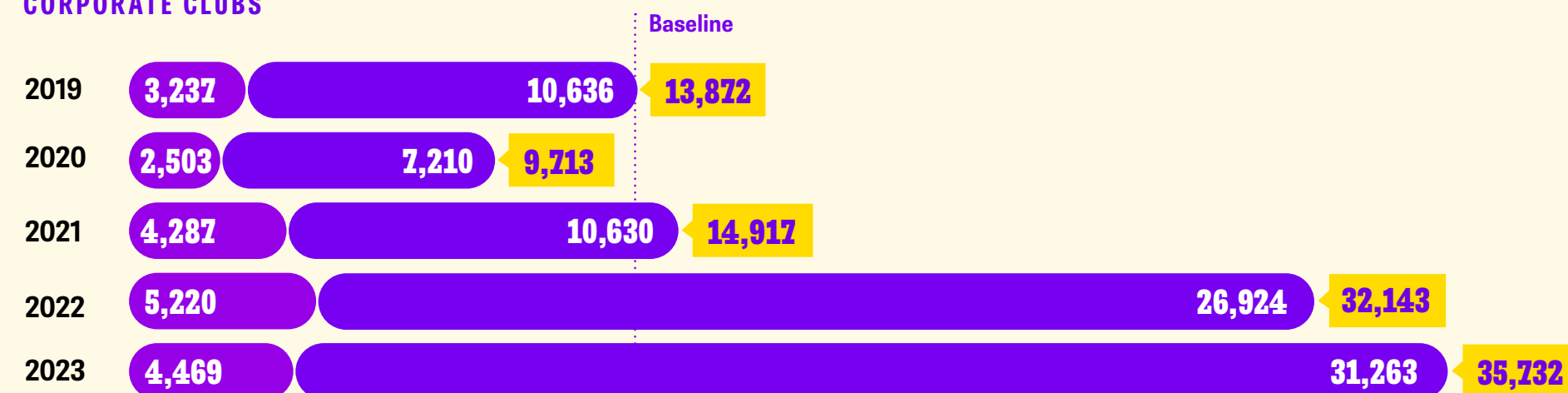
(metric tons CO₂e)(MBM)

● Scope 1 ● Scope 2

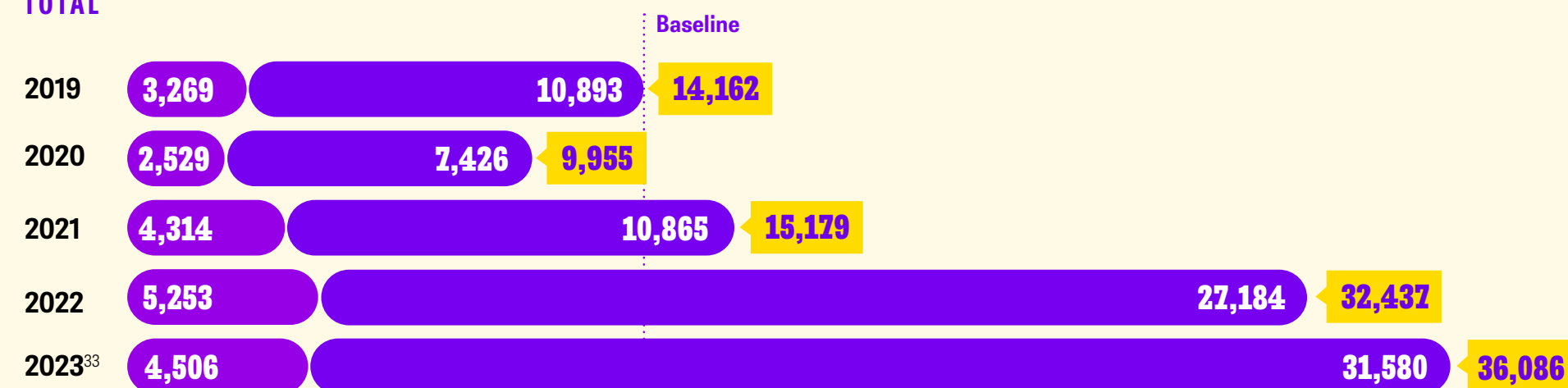
HEADQUARTERS



CORPORATE CLUBS



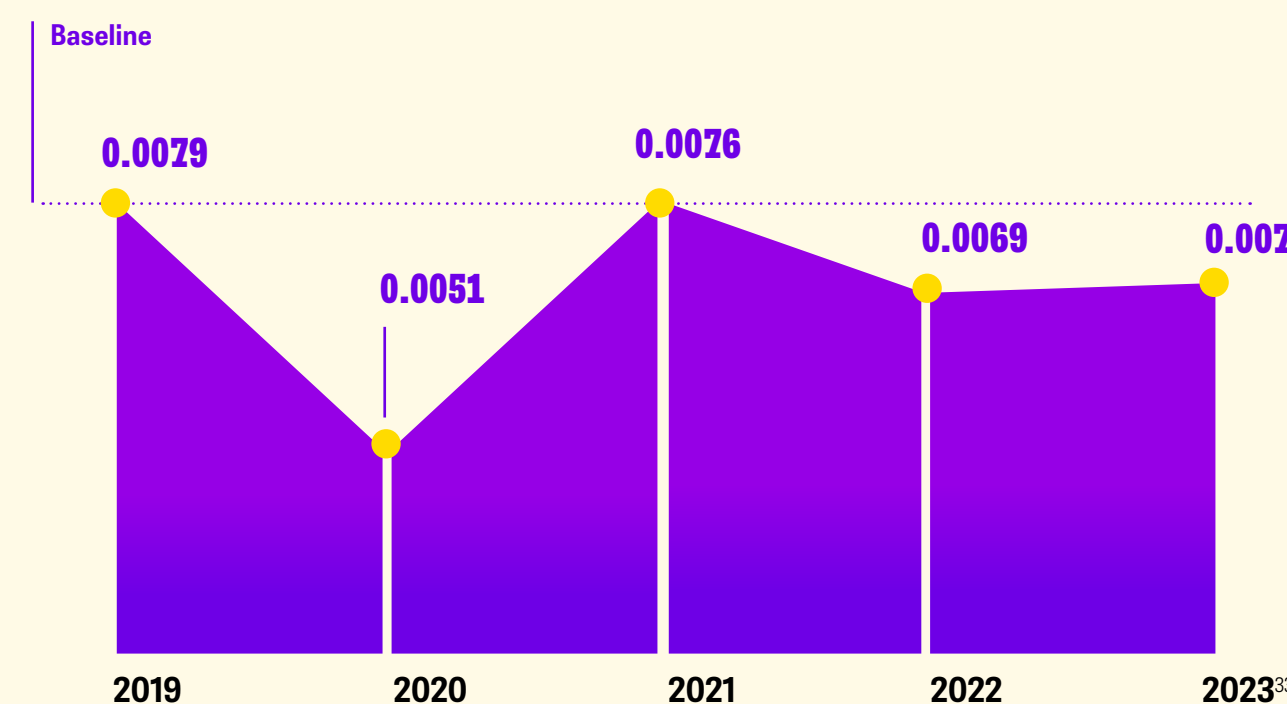
TOTAL



³² Due to rounding, numbers presented may not reflect exact totals.

normalized operational ghg emissions

(metric tons CO₂e/square foot)(MBM)³⁴



key trend

11%

decrease in total normalized operational GHG emissions since 2019

³³ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

³⁴ We normalize GHG emissions to understand progress per club; we use square footage to normalize because it is the best predictor of energy use and emissions.

ASSESSING FRANCHISEE FOOTPRINT

This year, we expanded our measurement to include the energy use and emissions from franchise-owned clubs in 2022, marking our first time reporting a key material category of our Scope 3 GHG emissions.³⁵ By extending our measurement and reporting to include the environmental impacts of the majority of our downstream activities, we are taking a critical step toward preparing for regulatory compliance. It also supports our ongoing engagement with franchisees regarding resource conservation and related cost efficiencies. We intend to conduct similar assessments of our franchise-owned footprint to report against our 2022 baseline in future years.

FRANCHISEE ENERGY USE & EMISSIONS: 2022 BASELINES³⁵

4,149.87 million kBtu

345,934 metric tons CO₂e (MBM)

³⁵ We extrapolated emissions as well as energy and water consumption for more than 2,000 franchises based on available data for >200 franchises using a regression analysis and average energy use intensity.

WATER

Water is critical to our daily operations in clubs and at headquarters, and we strive to be good stewards of this important natural resource across all our facilities. We work with our club managers, Operations team, franchisees and landlords to prioritize conservation through the installation of water-efficient fixtures, and encourage responsible resource use by our team members and members.

WATER CONSERVATION IN PF FACILITIES

We began using low-flow, high-pressure showerheads and flush-o-meters in corporate clubs in 2016 and encourage our franchisees to install them in their clubs as well. As of 2023, approximately 750 Planet Fitness clubs have these more efficient fixtures installed, significantly reducing water consumption and helping drive down utility costs.

While the adoption of tankless water heaters is not mandated, we strongly encourage their use in clubs as an additional water-saving initiative. We have also introduced floor scrubbers to club facilities in the southern region, a move that not only ensures cleanliness but also aids in water conservation efforts.

Additionally, at our headquarters, all bathrooms have low-flow toilets and urinals, supporting our efforts to optimize water use across all our facilities.

MEASURING OUR WATER WITHDRAWAL

We measure our water use across corporate-owned clubs and our headquarters on an annual basis, reporting year-over-year changes from a 2019 baseline. Our absolute operational water use³⁶ increased in 2023 due to the addition of 22 corporate clubs and the inclusion of our Orlando, FL, office in our measurement. Our operational water use when normalized by square feet increased, but remains below our 2019 baseline.³⁷ We will continue to look for new water-saving strategies in our clubs.

We also expanded our measurement to include franchise clubs to get a better understanding of our broader water withdrawal.³⁷ Our assessment of 2022 franchise water use supports ongoing engagement with our franchisees on resource conservation and cost efficiencies, and will serve as the baseline against which we measure future franchise club water use.

FRANCHISE WATER USE: 2022 BASELINE³⁸

1,154,183.96 thousand gallons

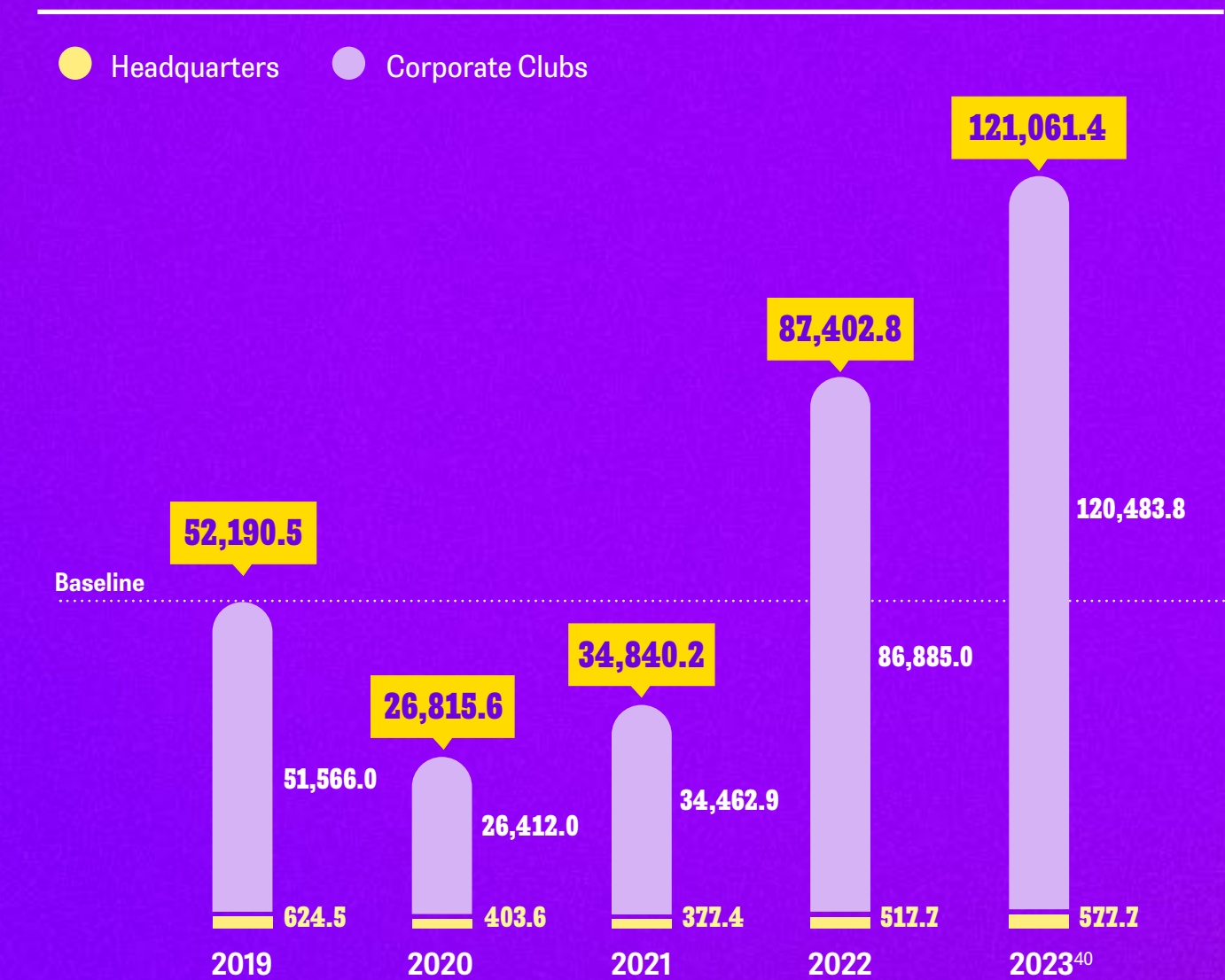
³⁶ Operational water use is in reference to water use across facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs.

³⁷ We switched the normalization factor in 2023 from monthly check-ins to square foot because square foot resulted in a better statistical fit. Prior year values have been updated to reflect this change in methodology.

³⁸ We extrapolated water consumption for more than 2,000 franchises based on available data for 22 franchises. Because this scale of extrapolation introduces uncertainty to our results, we will attempt to obtain data for additional franchises in our 2023 franchise footprint.

operational water use³⁹

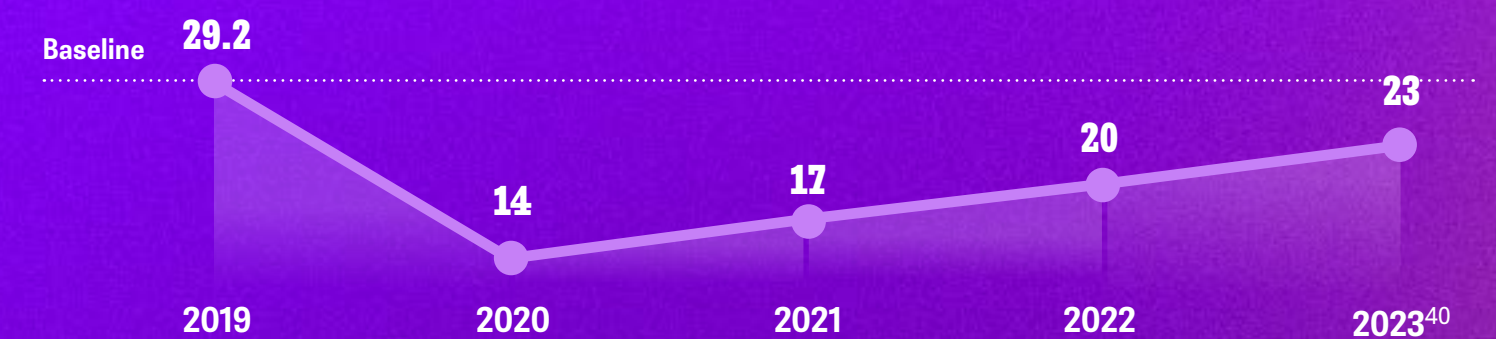
(thousands gallons)



normalized

operational water use

(gallons/square foot)³⁷



key trend

21%

decrease in normalized operational water use since 2019

³⁹ Due to rounding, numbers presented may not reflect exact totals.

⁴⁰ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

WASTE & RECYCLING

Our focus on planet health includes doing our part to keep waste out of the communities we serve. Across our operations, we work to reduce the waste generated, promote reuse and recycling and find alternative ways to divert unavoidable waste from landfills, including through resale and donation.

MEASURES AT CORPORATE CLUBS

All corporate clubs have at least one water refill station to encourage members to bring in their own water bottles, helping contribute to a reduction in single-use plastic waste. To minimize paper waste and reduce the need for paper towels, all new clubs are equipped with hand dryers. We are also transitioning to the use of reusable microfiber towels for team member use when cleaning our clubs, an effort that helps reduce waste from single-use cleaning materials.

WASTE REDUCTION AT HEADQUARTERS

At our headquarters, we use single-stream recycling and actively encourage responsible waste management practices to all team members. Each week, we divert from landfill approximately 50 pounds of food waste from our headquarters café to be used as animal feed at Justa Farm in Hampton Falls, NH.

Additionally, we use reusable dishware and dishes in the café, reducing single-use plastics and minimizing waste. We also procure products, such as napkins and cups, made from recycled materials whenever feasible. Our PF Mug Club provides team members with a PF-branded reusable mug to reduce the need for disposable cups.

MEASURING OUR WASTE FOOTPRINT

On an annual basis, we measure our waste footprint, inclusive of recycling and trash diverted to landfill, across the facilities within our operational control.⁴¹ In 2023, we recorded an overall decrease in our waste footprint across our facilities. Additionally, our normalized operational waste footprint remains below our 2019 baseline.⁴²

⁴¹ Operational waste footprint measures total trash and recycling across facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs. Data is based on waste contracted for pick-up.

⁴² We switched the normalization factor in 2023 from monthly check-ins to square foot because square foot resulted in a better statistical fit. Prior year values have been updated to reflect this change in methodology.

EQUIPMENT END-OF-LIFE

Our commitment to responsible waste management also extends to the life cycle of our fitness equipment. To ensure that our equipment replacement and upgrade process aligns with our environmental efforts, we donate, recycle or resell all equipment once it reaches the mandated age limit.

In 2023, we are proud to report that 100% of equipment from our clubs has found new life through donation, recycling or resale. Planet Fitness remains committed to evolving and expanding these efforts, ensuring that every stage of our equipment's life cycle contributes to a more eco-conscious and sustainable future.

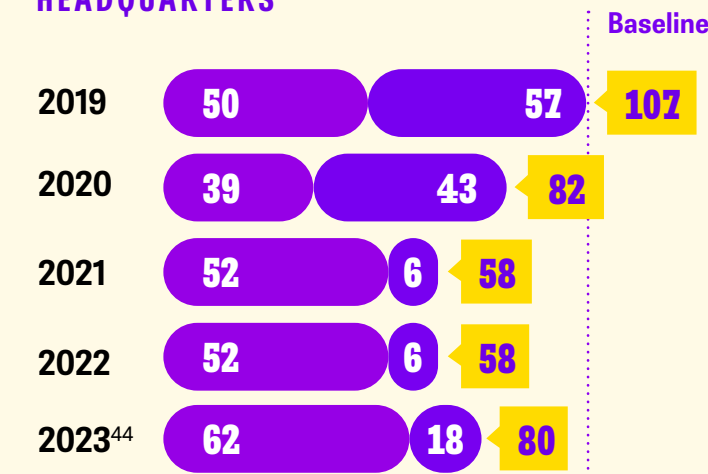


operational waste footprint⁴³

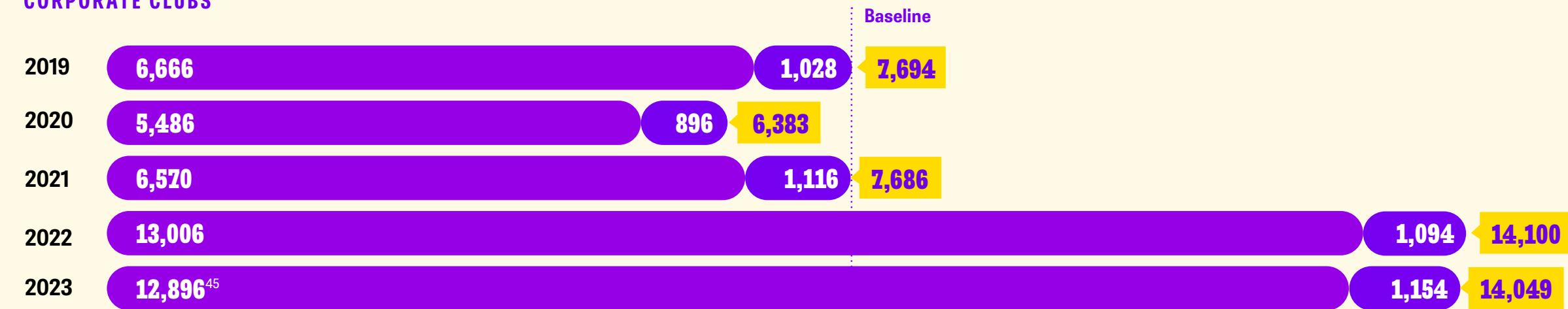
(tons)

● Trash ● Recycling

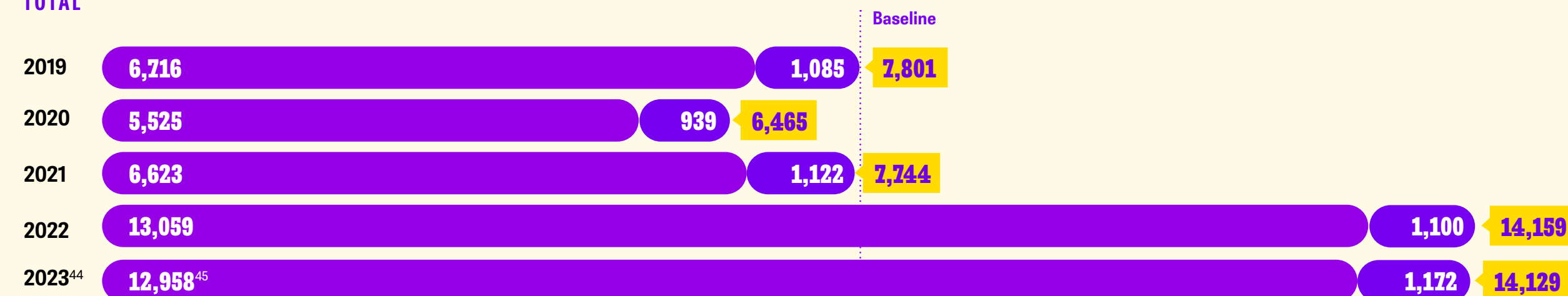
HEADQUARTERS



CORPORATE CLUBS

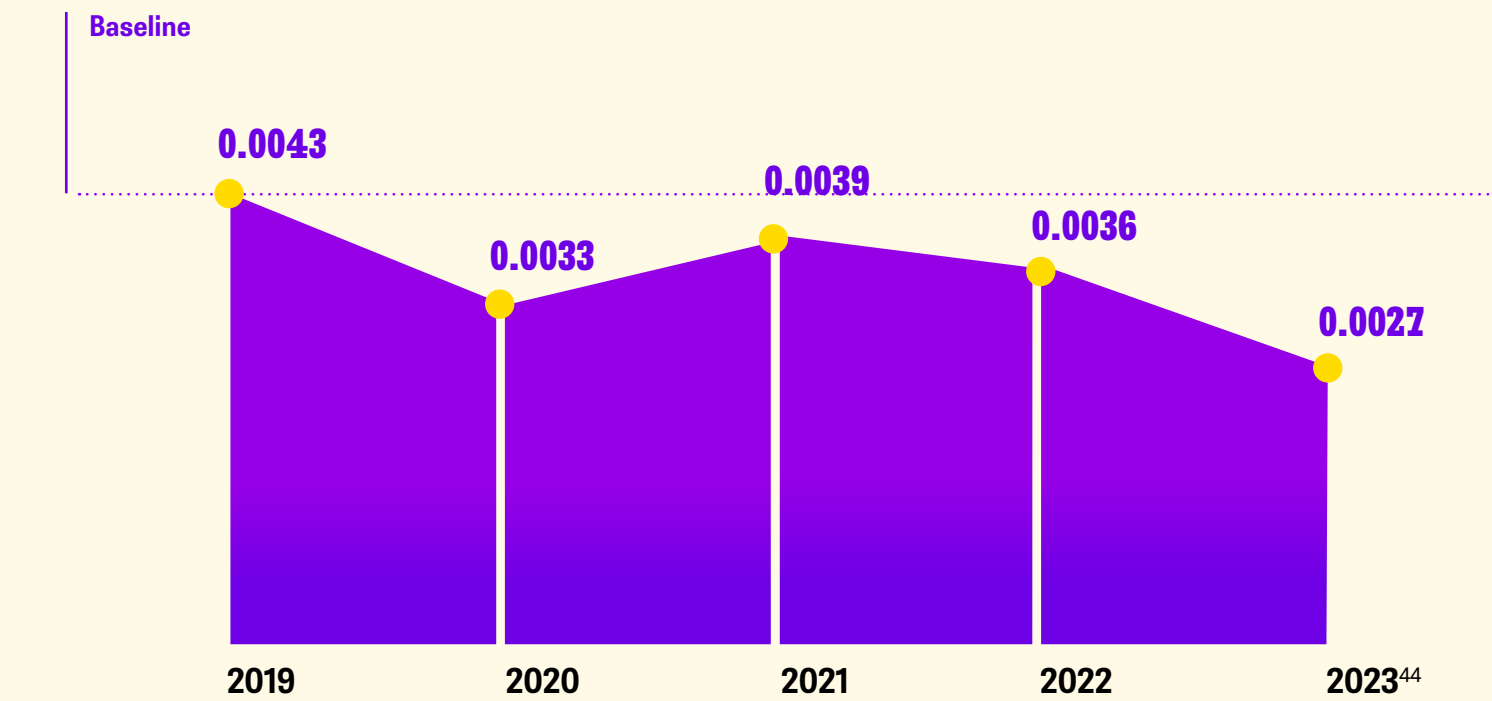


TOTAL



normalized operational waste footprint

(tons/square foot)⁴⁶



key trend

37%

decrease in normalized operational waste footprint since 2019

⁴³ Due to rounding, numbers presented may not reflect exact totals.

⁴⁴ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

⁴⁵ Includes 18 tons of food service waste from corporate clubs.

⁴⁶ We switched the normalization factor in 2023 from monthly check-ins to square foot because square foot resulted in a better statistical fit. Prior year values have been updated to reflect this change in methodology.

SUSTAINABLE SOURCING

Our focus on environmental management extends to our supply chain. This means considering sustainability factors in how we manage and select our trusted vendors, the materials we use in club construction and the supplies we source to maintain our daily operations.

SUPPLIER MANAGEMENT & ENGAGEMENT

Working with vendors who share our values and objectives – including our commitment to contributing to a healthier planet – is a priority to Planet Fitness. Our [Global Vendor Code of Conduct](#) outlines our expectations of our suppliers, including those related to environmental management.

Since 2022, we have included environmental and other ESG-related questions in our procurement process when vetting new vendors and reevaluating existing partnerships. Some of the issues we engage on include green manufacturing, packaging, resource conservation and environmental compliance. Because our franchisees are required to purchase most materials, equipment and other products from corporate-approved vendors, these sustainability considerations in the supplier procurement process are reflected across all clubs system wide.

Where feasible, we also look for opportunities to optimize our vendor relationships to drive efficiencies, reduce costs and lessen our environmental impacts. For example, in recent years we have taken steps to increase our order sizes with our largest vendor to help reduce the number of deliveries and decrease the associated emissions from transport.

ECO-FRIENDLY MATERIALS & SUPPLIES

Where possible, we take sustainability into account when selecting materials in our construction, outfitting and retrofitting. Across all clubs, we have implemented:

- FloorScore certified rubber flooring made using 81% recycled content
- No- or low-VOC (volatile organic compounds) paint
- Tile made from recycled materials

We also prioritize using cleaning supplies that are certified as having an environmental feature, including paper products made from post-consumer recycled materials and cleaning agents that are green or non-toxic. All cleaners used in Planet Fitness facilities are in compliance with OSHA requirements for safety.

In 2023, **51%** of cleaning supplies and **82%** of paper products purchased had an environmental feature.⁴⁷

⁴⁷ Reflects purchasing data for the roughly 76% of our system who contract with vendors who provide reporting on supplies with environmental features. Data represents percentage of total reported spend.

We seek to partner with vendors who share our commitment to sustainability and social impact. For Hollman Inc., a locker supplier, social responsibility and environmental stewardship are core to their company values and culture.

Hollman's approach to sustainability is multipronged. The company holds multiple certifications, including from the Forest Stewardship Council, the U.S. Green Building Council and the Green Business Bureau, and is continuously working to reduce its emissions, energy, water and waste footprints throughout its operations.

Additionally, Hollman's philanthropic focuses align closely with Planet Fitness' Purpose strategy and vision for a more judgement free planet. Through the Hollman Family Foundation, the company supports its local communities with a focus on improving facilities for schools in need, providing free continued educational opportunities and encouraging positive mental health and wellbeing.

“Corporate Social Responsibility is at the heart of who Hollman is as a company. In 2021 we added Community as our newest Core Value. Helping our community, taking care of our employees, and being a responsible manufacturer who is a good steward to our environment have been priorities since our founding in 1976. Just like every aspect of our business, we foster a culture of continuous improvement with regards to CSR initiatives and will continue to make progress working toward a better future for our people and our planet. Our goal at Hollman is to have a great company that gives us the opportunity to make the world around us better – and have fun while we're at it.”

-TRAVIS HOLLMAN
Owner and CEO, Hollman, Inc.

GOVERNANCE

At Planet Fitness, we hold ourselves to the highest standards of professional and ethical conduct, and strive to operate consistently, ethically and with integrity in all that we do. Our governance, ethics and compliance practices are built to drive and protect brand value, mitigate risk and, most importantly, maintain the trust and respect of our members, team members and other stakeholders.



CORPORATE GOVERNANCE & ESG OVERSIGHT

Effective corporate governance is critical to our long-term business success and ability to create value for our shareholders and other stakeholders. Our governance structure is designed to drive oversight, engender accountability and demonstrate our commitment to integrity and transparency.

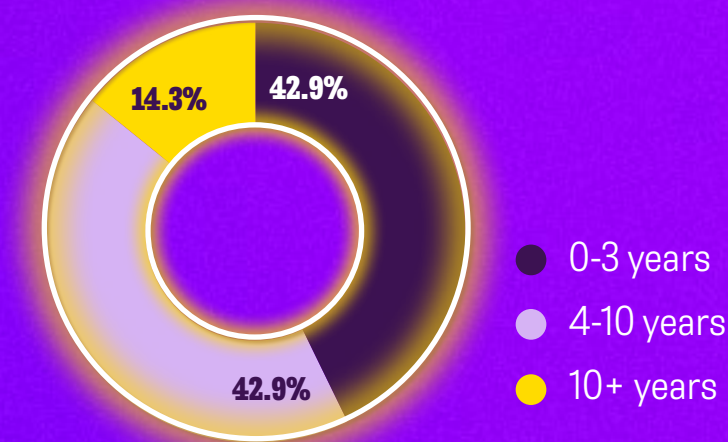
BOARD DIVERSITY & EXPERTISE

We believe strongly in the importance of a diversity of skills, experiences, expertise, industry knowledge, perspectives and characteristics to oversee our business strategy and growth. When making nomination decisions, the Board considers the skills, experience and diversity of directors and director candidates individually and in the broader context of its overall composition and the diverse nature of the business environment in which we operate.

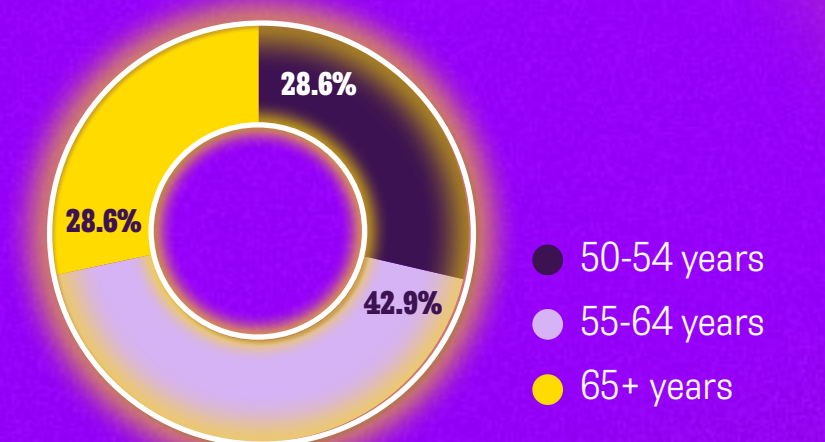
The Board is currently composed of seven directors with diverse skill sets and professional and personal backgrounds. The following tables summarize the areas of skill and expertise of our Board, as well as the demographic diversity of our Board. More information on our Board composition and director experience can be found in our [2024 Proxy Statement](#).

board demographics⁴⁸

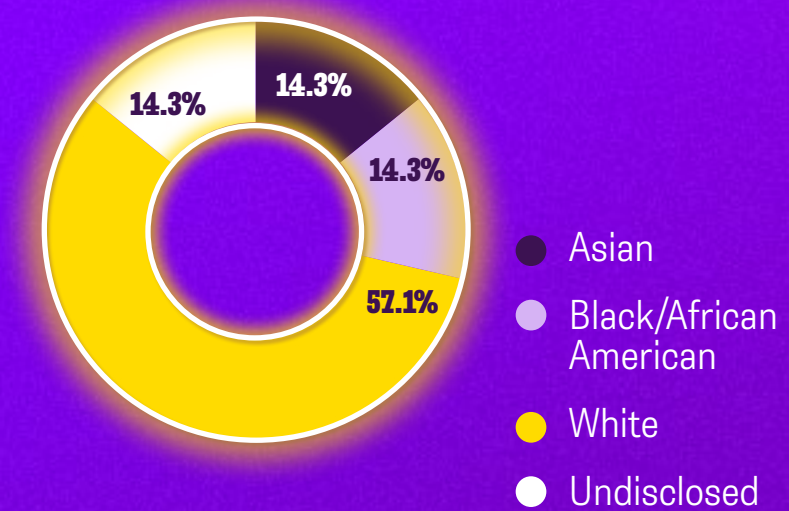
TENURE



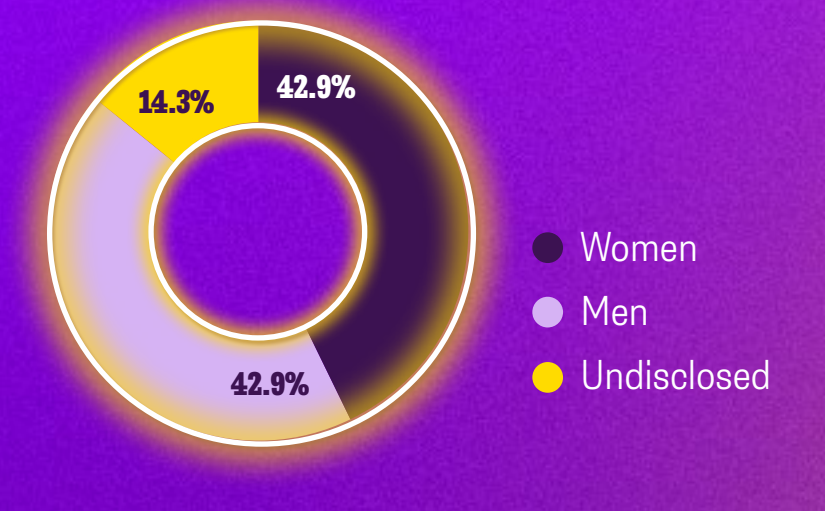
AGE



RACE/ETHNICITY



GENDER



⁴⁸ Reflects Planet Fitness, Inc. Board of Directors composition as of March 4, 2024.

ESG OVERSIGHT

We seek to apply the same rigor in our approach to the oversight, management and implementation of our ESG strategy as we do to our overall corporate governance. The entire Board and its committees are engaged on ESG matters that impact the company’s business strategy. The Chief Corporate Affairs Officer is responsible for setting and managing our ESG strategy, and the Director of ESG and Social Impact drives program implementation across the enterprise.

planet fitness esg governance



OVERSIGHT

Nominating and Corporate Governance Committee: Oversight of Planet Fitness’ overall ESG strategy, objectives, initiatives and reporting, environmental management and measurement, and human capital management, including DE&I, succession planning and talent management.

Audit Committee: Oversight of enterprise risk management, including cybersecurity, data privacy and vendor management.

Compensation Committee: Oversight of benefits and compensation policies and practices, including our efforts to support pay equity across our workforce.

MANAGEMENT

In collaboration with the Chief Corporate Affairs Officer, executives across Planet Fitness are regularly engaged on ESG matters.

IMPLEMENTATION

Led by the Director of ESG and Social Impact, the ESG program is implemented in partnership with cross-functional groups, including members of the Operations, Real Estate, Vendor Management, Construction, Legal and Marketing teams.

BUSINESS ETHICS & COMPLIANCE

At Planet Fitness, our commitment to ethics, responsibility and compliance is an integral part of our business. Guided by our Core Values of Passion, Excellence, Respect, Transparency and Integrity, we have consistently strived to maintain the highest ethical and legal standards. This commitment to responsible business practices is reinforced through our policies and procedures that apply to all members of our organization.

OUR RESPONSIBILITY TO OPERATE ETHICALLY

At Planet Fitness, we place the highest priority on ethical operations, living our judgement free values in all that we do. Our dedication to ethics is underpinned by a comprehensive set of policies, including the [Code of Ethics](#) and the Franchise Code of Ethics, Global Vendor Code of Conduct and Non-Discrimination Policy found on our [Policies webpage](#). In early 2024, we adopted our [Human Rights Policy](#), which outlines our approach to protecting human rights and our expectations for our team members and partners. These policies are subject to annual review

to ensure their ongoing relevance and alignment with the highest standards of ethical conduct. The Code of Ethics applies to the entire Planet Fitness organization, including all team members, both full- and part-time, regular and temporary, and members of the Board of Directors.

Upon hiring, all new team members receive the Code of Ethics and are required to complete training on key ethics and compliance topics through our Planet Fitness University (PFU) internal learning and development center. All team members are subject to mandatory annual ethics and compliance trainings in each subsequent year of service.

Moreover, senior executives, including our CEO and financial officers, are held to a supplemental Code of Ethics, which includes provisions that underscore the importance of avoiding conflicts of interest, making accurate and timely financial disclosures, and adhering to all applicable laws, rules and regulations.

We actively foster a culture of accountability and integrity by implementing robust whistleblower protections and reporting mechanisms. Team members and stakeholders are encouraged to raise ethics concerns through these mechanisms. We further facilitate the reporting of concerns through Listen360, which, as of 2023, is available in all Planet Fitness clubs. Through Listen360, team members and members can report concerns via a safe, accessible and anonymous platform, helping us better track feedback and complaints so we can effectively address ethical issues.



channels for reporting concerns

- Talk with their manager
- Talk with Human Resources
- Talk with the Legal team
- Use the PF Integrity Line, available 24 hours a day

COMPLIANCE & RISK MANAGEMENT

Planet Fitness is dedicated to maintaining strict compliance with all laws and regulations relevant to our operations, including all laws relating to employment, licensing, distributing, anti-corruption, antitrust, tax, equal opportunity, securities, banking, currency, environment and health and safety. As we expand globally, we closely monitor international compliance standards to ensure we meet or exceed the requirements of each jurisdiction where we operate.

To effectively manage risks, we maintain a risk register to identify and evaluate potential vulnerabilities. Collaborating with trusted external counsel, we have begun the process of implementing a federated model of risk management, with designated leaders within each division overseeing area-specific risks. Once implemented, this strategic approach will help us ensure a comprehensive and methodical risk mitigation strategy.

Planet Fitness prioritizes ethical behavior and transparency in all our actions, especially in risk management. Living these ideals requires cooperation at every level of our company,

from our team members to our directors. Our Board of Directors has overall responsibility for risk management, with Board committees overseeing risk in certain specified areas.

Our Nominating and Corporate Governance Committee oversees risks associated with our ESG practices. Our Audit Committee oversees management of enterprise risks, including data and cyber security, financial risks, business conduct and ethics and oversight of related party transactions. Our Compensation Committee oversees the management of risks relating to our executive compensation plans and arrangements and the incentives created by the compensation awards it administers. Management regularly reports on applicable risks to the relevant committee or the full Board, as appropriate, with additional review or reporting conducted as needed or as requested.

Planet Fitness' commitment to pursuing transparent disclosure and strong governance extends to our lobbying and political practices. Review our [Code of Ethics](#) to learn more about Planet Fitness' political contributions policy.



DATA SECURITY & PRIVACY

At Planet Fitness, responsible data management and the protection of our information systems from a multitude of risks are top priorities.

In line with our Core Values of Integrity and Transparency, our data management processes and cybersecurity ecosystem are meticulously designed to ensure the appropriate use and safety of our information.

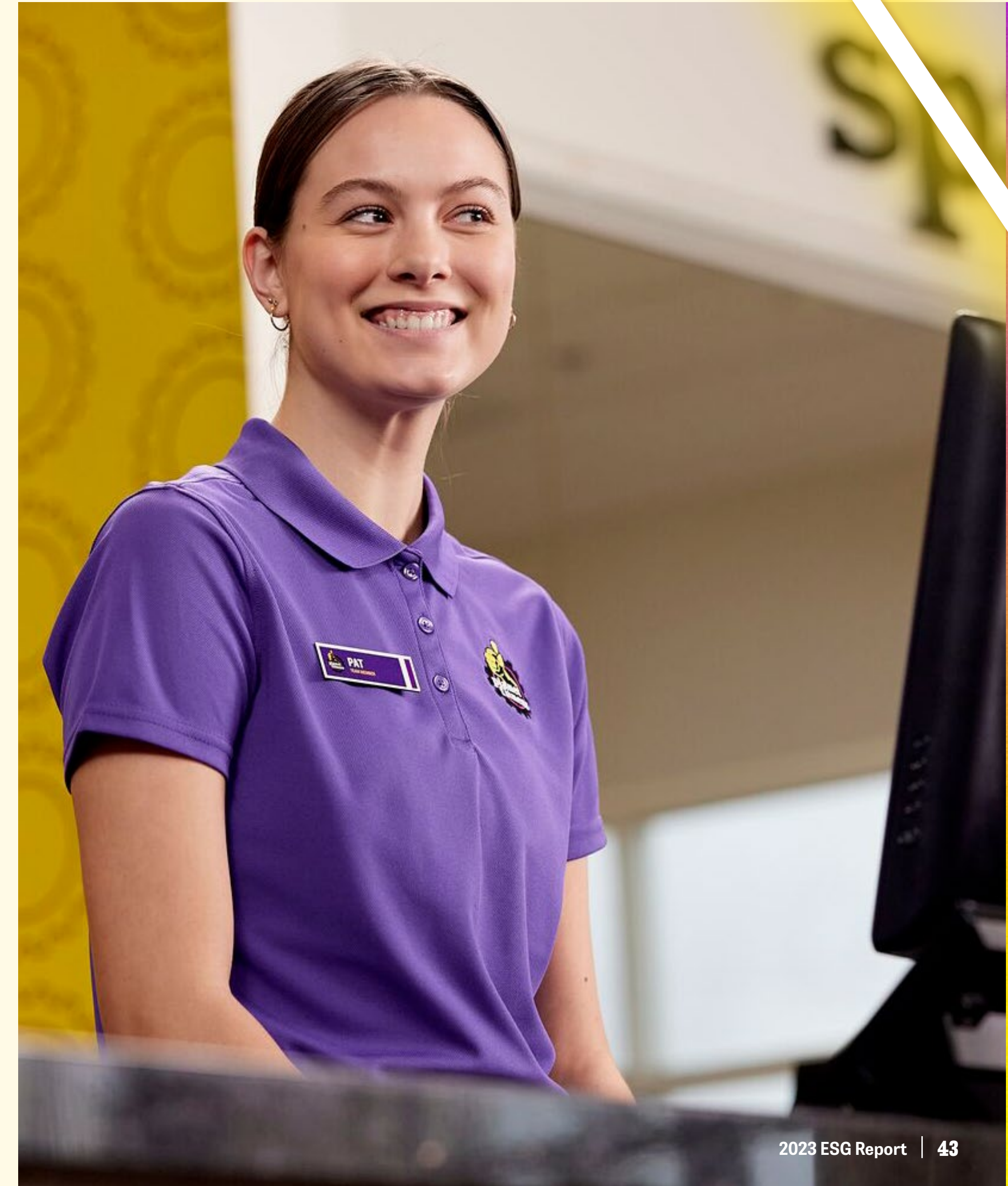
STANDARDIZED COMPLIANCE

We adhere to privacy principles and regulations in every jurisdiction where we operate. Since 2021, our comprehensive compliance policies, adopted across our enterprise, have consistently met the rigorous requirements of the California Consumer Privacy Act, recognized as one of the most stringent state regulations in the United States. To maintain our compliance as our operations continue to expand, our internal data security and privacy committee diligently monitors the evolving landscape of applicable federal, state and foreign privacy laws and regulations.

RESPONSIBLE DATA USE & DELETION PRACTICES

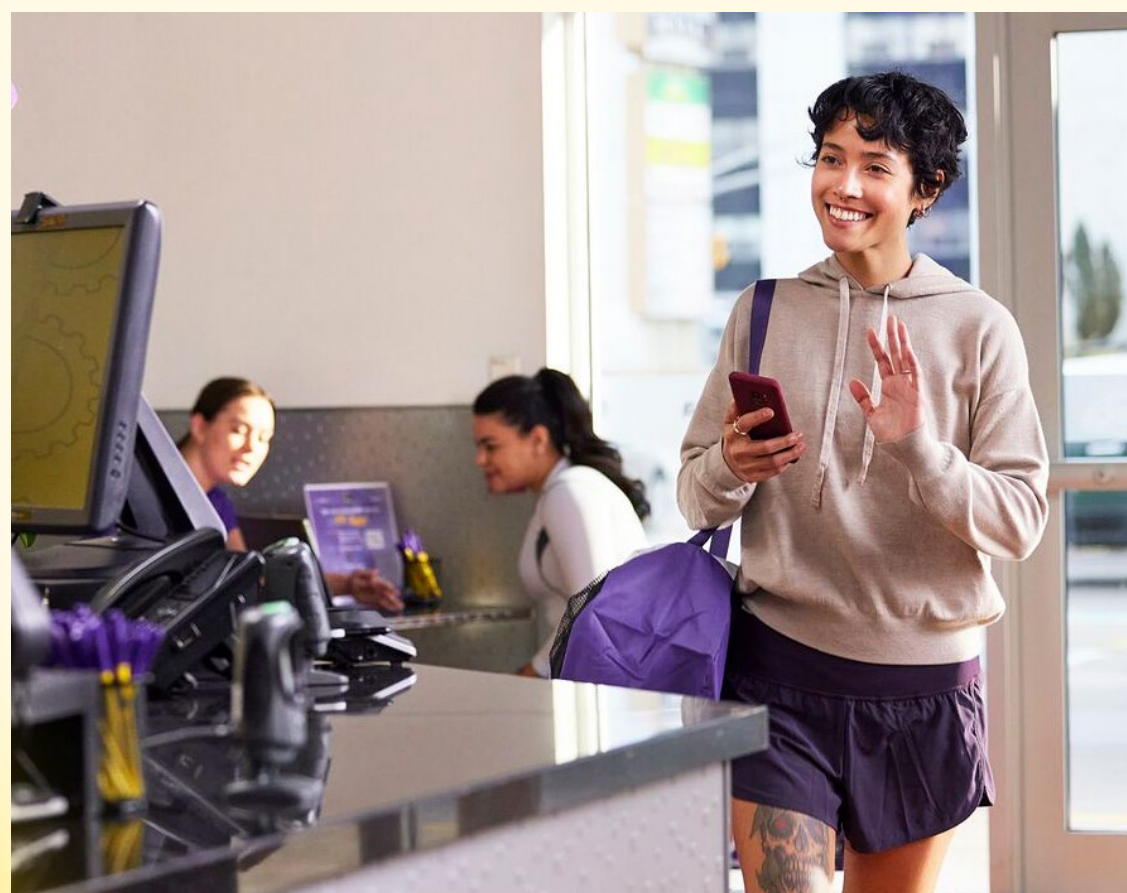
We recognize the significant responsibility that comes with handling our members' data and are committed to not only staying ahead of regulatory developments but also meeting our members' expectations regarding the use of their data. Our commitment to transparency is reflected in our policies, ensuring our customers have a clear understanding of the data we collect, how we utilize it and with whom we share it. Our Privacy Policy provides clarity and visibility into our data management processes and principles.

We take a rigorous approach to all privacy and data deletion requests, ensuring strict adherence to all related compliance standards. We are also working to make it so that members can report a data privacy concern directly within the PF app, significantly simplifying the reporting process and helping expedite the time between first report and Planet Fitness' response.



CYBERSECURITY GOVERNANCE & PRACTICES

Our Chief Information Officer leads our cybersecurity management function, with oversight from the audit committee at the Board level. Regular threat assessments and audits are conducted to rigorously test the security of our networks. Our breach system is formally reviewed annually by outside experts, with more frequent internal reviews occurring throughout the year.



TEAM MEMBER TRAINING PROGRAMS

A critical facet of our data security and privacy program is our ongoing investment in team member training. We recognize that all team members play a pivotal role in protecting our company's data and the data of our members. To this end, we continually update our training programs to address evolving cyber threats. This includes mandatory annual information security compliance training for all corporate and franchise team members.

We also provide learning opportunities throughout the year to bolster security awareness, accessible through Planet Fitness University (PFU), our internal learning and development platform. By investing in team member training and awareness, we ensure that our team members are well prepared to contribute to our collective data security and privacy efforts.

our cybersecurity ecosystem

- Third party security vendor for 24/7 threat monitoring and management
- Advanced threat protection software
- Regular vulnerability scans and penetration tests
- Annual compliance audits of policies and practices
- Data security governance (providers, vendors, software developers, franchise operations)
- Team member trainings on data security and privacy issues
- Swift incident response and remediation

APPENDIX

Thank you for reading our 2023 ESG Report. For further information and to view past reports, please visit our [PF Purpose webpage](#). Hearing from our stakeholders is important to informing our initiatives and reporting, and we welcome ongoing engagement on ESG matters. Please email ESG@PFHQ.com with any questions or feedback.

“ Thank you for taking the time to read our 2023 ESG Report. This Report is a culmination of our efforts to increase access to fitness and create and promote inclusive communities, all while mitigating our impact and contributing to a healthier planet. We are truly guided by our Purpose and remain committed to ensuring Planet Fitness continues to be a place of inclusion and belonging. ”

-DANIELLE WOOD
Director, ESG and Social Impact

ESG PERFORMANCE METRICS

We are committed to measuring, tracking and reporting our year-over-year performance on key ESG metrics. As part of our efforts to demonstrate transparency, we have included the following table, which provides disclosures on ESG programs, policies and metrics related to topics and issues relevant to Planet Fitness' business. As applicable, disclosures are mapped to the relevant Global Reporting Initiative (GRI) and the International Financial Reporting Standards (IFRS) Foundation's Sustainability Accounting Standards Board (SASB) standards for the Leisure Facilities industry.⁴⁹

All disclosures apply to domains within Planet Fitness' operational control (corporate headquarters and corporate-owned clubs) covering the year ending December 31, 2023, unless otherwise noted. Improvements in environmental measures during the years ended December 31, 2021, and December 31, 2020, are primarily attributable to the reduction in systemwide occupancy as a result of the COVID-19 pandemic, which included the complete or partial suspensions of club operations during this time.

⁴⁹ We selected metrics from the SASB Leisure Facilities industry standards that reflect topics directly applicable to our business and stakeholders. For some topics, we do not report on all accounting metrics based on relevancy to our business and our current disclosures.

METRIC	FY23 ⁵⁰	FY22	FY21	FY20	GRI	SASB
about planet fitness						
organization & reporting practices						
Organizational details	Introduction / About Planet Fitness, page 4				GRI 2-1	
Activities, value chain and other business relationships	Introduction / About Planet Fitness, page 4				GRI 2-6	
Total number of clubs	2,575	2,410	2,254	2,124	GRI 2-6	
<i>Corporate-owned</i>	256	234	112	103		
<i>Franchised</i>	2,319	2,176	2,142	2,021		
Total members	18.7 million	17.0 million	15.2 million	13.5 million	GRI 2-6	
Corporate club attendance (total check-ins)	56,922,712	46,831,553	20,096,815	--		SV-LF-000.A
Workouts taking place in PF gyms	551 million+	469 million+	380 million+	250 million+		
Annual revenue	\$1.1 billion	\$936.8 million	\$587 million	\$406.6 million	GRI 201-1	
Systemwide sales	\$4.5 billion	\$3.9 billion	\$3.4 billion	\$2.4 billion	GRI 201-1	
Total corporate team members	3,797	3,137	1,770	1,616	GRI 2-7	
<i>Headquarters</i>	386	342	241	229		
<i>Corporate-owned clubs</i>	3,411	2,795	1,529	1,387		
Countries of operation ⁵¹	5	5	5	5	GRI 2-1, 2-6	
Entities included in the organization's sustainability reporting	Introduction / About This Report, page 6				GRI 2-2	
Membership associations	Appendix / Additional Resources, page 58				GRI 2-28	
Reporting period, frequency and contact point	This report covers calendar year 2023. Planet Fitness reports ESG on an annual cycle. For questions, please contact ESG@PFHQ.com .				GRI 2-3	
Statement on sustainable development strategy	Introduction / Letter from Our Leadership, page 3				GRI 2-22	
Restatements of information	Included throughout the report as necessary.				GRI 2-4	
External assurance	This report has been reviewed by the Planet Fitness, Inc. Board of Directors and members of the management team. Planet Fitness plans to retain external assurance for select ESG disclosures in the future.				GRI 2-5	
Approach to stakeholder engagement	Introduction / About This Report, page 7				GRI 2-29	
Process to determine material ⁵² topics	Introduction / About This Report, page 7				GRI 3-1	
List of material topics	Introduction / About This Report, page 7				GRI 3-2	

⁵⁰ Each italicized response references an external document or resource relevant for this reporting year.

⁵¹ In past ESG Reports, we counted our presence in Puerto Rico as a distinct country. Given Puerto Rico's status as a U.S. territory, we have restated past year values to reflect this.

⁵² The term "material" and variations thereof refer to materiality in the context of ESG strategies, activities, progress and reporting, and are different than the concept of materiality used in securities or other applicable law. Issues deemed to be material topics for purposes of this report may not be considered material for purposes of federal securities laws.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
social						
access to fitness						
Approach to ensuring equitable access to fitness	Social / Access to Fitness, page 10				GRI 3-3	
Americans within 10 miles of a Planet Fitness club (%)	77%	77%	77%	--		
Members who are first-time gymgoers (%)	40%	40%	40%	40%		
Clubs in low-income areas (%) ⁵³	20%	20%	20%	13%	GRI 203-2	
High School Summer Pass™ participants	3 million	3.5 million	--	--		
High School Summer Pass™ workouts logged	14.5 million	17 million	--	--		
community engagement						
Total contributed to Boys and Girls Clubs of America annually ⁵⁴	\$1.19 million	\$1.1 million	\$1.36 million	\$323,000		
Total contributed to Boys and Girls Clubs of America since 2016 ⁵⁴	\$9.57 million	\$8.38 million	\$7.28 million	\$5.92 million		
Judgement Free Generation® scholarships awarded annually	50	50	30	45		
Value of scholarships awarded annually	\$250,000	\$250,000	\$150,000	\$225,000		
Value of scholarships awarded to underrepresented minority students annually ⁵⁵	\$210,000	\$190,000	\$125,000	\$180,000		
Judgement Free Generation® scholarships awarded since 2017	230	180	130	100		
Value of scholarships awarded since 2017	\$1,150,000	\$900,000	\$650,000	\$500,000		
Value of scholarships awarded to underrepresented minority students since 2017 ⁵⁵	\$935,000	\$725,000	\$535,000	\$410,000		
Community Kindness Grants sponsored	0	10	10	0		
Mini Judgement Free Zones® built since 2017	40+	35+	35+	30+		
Trauma Informed Care specialists trained	15	26	--	--		
Boys & Girls Club professionals trained by specialists	665	810	--	--		
Consultations with local Boys & Girls Clubs by specialists	45	56	--	--		

⁵³ As defined by the U.S. Federal Reserve Board, a low-income area is one in which there is a median family income of less than 50% of the area median income.

⁵⁴ Total contribution includes corporate monetary contributions and funds raised from members, team members, franchisee and vendors.

⁵⁵ Underrepresented minorities include Hispanic, Black/African American, Native Hawaiian/Pacific Islander, Asian, American Indian/Alaska Native or two or more races.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
social						
diversity, equity & inclusion						
Approach to championing diversity, equity and inclusion	Social / Diversity, Equity & Inclusion, page 18				GRI 3-3	
Corporate workforce gender representation ⁵⁶	Social / Diversity, Equity & Inclusion, page 19				GRI 405-1	
Female	42.08%	42.64%	43.00%	44.00%		
Male	57.92%	56.85%	57.00%	56.00%		
<i>Managers & Leadership</i> ⁵⁷					GRI 405-1	
Female	47.10%	45.83%	49.00%	49.00%		
Male	52.90%	54.17%	51.00%	51.00%		
<i>Non-Managers</i>					GRI 405-1	
Female	41.32%	42.42%	42.00%	44.00%		
Male	58.68%	57.58%	58.00%	56.00%		
Women in manager+ roles at headquarters (%) ⁵⁸	45.58%	43.17%	47.00%	--		
Corporate workforce racial/ethnic representation ⁵⁶	Social / Diversity, Equity & Inclusion, page 19				GRI 405-1	
White	48.85%	48.79%	53.00%	55.00%		
Hispanic	15.89%	15.26%	14.00%	13.00%		
Black/African American	20.96%	18.32%	10.00%	11.00%		
Native Hawaiian/Pacific Islander	0.42%	0.29%	0.24%	0.18%		
Asian	2.15%	2.17%	2.00%	3.00%		
American Indian/Alaskan Native	0.45%	0.19%	0.30%	0.24%		
Doesn't Specify/Two or More Races	11.27%	14.79%	20.00%	18.00%		

⁵⁶ Data is representative of what Planet Fitness reports to the Office of Equal Opportunity in our annual EEO-1 filing. Includes all team members at our Hampton, NH, headquarters, our Orlando, FL, corporate office and our corporate-owned clubs.

⁵⁷ Includes all headquarters and corporate office team members in manager+ roles, and all corporate club managers.

⁵⁸ Headquarters includes our Hampton, NH, corporate headquarters and Orlando, FL, corporate office.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
social						
diversity, equity & inclusion						
<i>Non-managers</i> ⁵⁹					GRI 405-1	
White	46.48%	45.93%	50.00%	52.00%		
Hispanic	16.67%	16.04%	15.00%	13.00%		
Black/African American	22.08%	19.19%	11.00%	12.00%		
Native Hawaiian/Pacific Islander	0.49%	0.33%	0.28%	0.20%		
Asian	2.25%	2.27%	2.00%	2.00%		
American Indian/Alaskan Native	0.52%	0.18%	0.35%	0.35%		
Doesn't Specify/Two or More Races	11.51%	15.82%	21.00%	20.00%		
<i>Managers & leadership</i> ^{59,60}					GRI 405-1	
White	64.52%	67.89%	72.00%	74.00%		
Hispanic	10.75%	10.05%	8.00%	10.00%		
Black/African American	13.55%	12.50%	5.00%	6.00%		
Native Hawaiian/Pacific Islander	0.00%	0.00%	0.00%	0.00%		
Asian	1.51%	1.47%	4.00%	3.00%		
American Indian/Alaskan Native	0.00%	0.25%	0.00%	0.00%		
Doesn't Specify/Two or More Races	9.68%	7.84%	11.00%	7.00%		
Veteran status (%) ⁶¹	1.40%	--	--	--	GRI 405-1	
Underrepresented minorities at headquarters (%) ⁶²	23.36%	23.01%	16.00%	--		
Employee Resource Groups (ERGs)	3	2	--	--		
Employee Resource Group (ERG) members	87	75	--	--		

⁵⁹ Data is representative of what Planet Fitness reports to the Office of Equal Opportunity in our annual EEO-1 filing. Includes all team members at our Hampton, NH, headquarters, our Orlando, FL, corporate office and our corporate-owned clubs.

⁶⁰ Includes all headquarters and corporate office team members in manager+ roles, and all corporate club managers.

⁶¹ Reflects percentage of total U.S. corporate workforce that self-identified as a military veteran.

⁶² Hispanic, Black/African American, Native Hawaiian/Pacific Islander, Asian, American Indian/Alaska Native or two or more races. Headquarters includes our Hampton, NH, corporate headquarters and Orlando, FL, corporate office.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
social						
human capital investment						
Approach to managing and investing in our workforce	Social / Human Capital Investment, page 22				GRI 3-3	
Active Planet Fitness University (PFU) users	37,841	30,330	32,000+	--		
PFU courses available	86	83	80+	80+	GRI 404-2	
PFU courses completed	787,725	773,394	736,000+	--		
LeadDev module enrollments	3,747	1,855	4,100	--	GRI 404-2	
LeadDev course completions	10,953	--	--	--		
Franchisee groups participating in LeadDev	86	79	58	--		
Benefits provided to full-time team members	Social / Human Capital Investment, page 23				GRI 401-2, 401-3	
% of eligible workforce enrolled in PF 401(k) plan	13.30%	--	--	--	GRI 401-2	
health & safety						
Approach to health and safety	Social / Health & Safety, page 25				GRI 3-3	
Approach to engaging with suppliers on worker health and safety	Planet Fitness Global Vendor Code of Conduct Planet Fitness Human Rights Policy				GRI 403-4	
Team member training on health and safety	Social / Health & Safety, page 25 Code of Ethics, page 6				GRI 403-5	
Facilities inspected for safety	100%	100%	100%	--		SV-LF-250a.2
Facilities that failed inspection	0%	0%	0%	--		SV-LF-250a.2
Customer fatality rate ⁶³	0	0	0	--		SV-LF-250a.1
Customer injury rate ⁶³	0.000511	0.000505	0.000128	--		SV-LF-250a.1
Total recordable incident rate (TRIR) ⁶⁴	0.12	0.56	0.6	--	GRI 403-9, 403-10	SV-LF-320a.1

⁶³ Customer fatality and injury rates calculated as: statistic count / million customers.

⁶⁴ Incident rate calculated as: (number of injuries and illnesses x 200,000) / employee hours worked.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
environmental						
energy & emissions						
Approach to energy and emissions management	Environment / Energy & GHG Emissions, page 30 Planet Fitness Environmental Policy				GRI 3-3	
Total operational energy use (kBtu) ⁶⁵	390,162,466	368,963,956	195,104,935	125,730,372	GRI 302-1	SV-LF-130a.1
<i>Headquarters</i>	4,889,535 ⁶⁶	4,297,163	3,821,868	3,788,630		
<i>Corporate clubs</i>	385,272,931	364,666,793	191,283,067	121,941,742		
<i>Percentage grid electricity</i>	78.80%	74.00%	59.05%	62.81%		SV-LF-130a.1
<i>Percentage renewable</i>	0.97%	0.61%	0.79%	0.00%		SV-LF-130a.1
Total normalized operational energy use (kBtu/square foot) ⁶⁷	75	92	95	63	GRI 302-3	
<i>HQ offices</i>	59	60	53	54		
<i>Corporate clubs</i>	75	94	97	63		
Franchise club energy use (kBtu) ⁶⁸	--	4,149,868,187	--	--		
High-efficiency LED lighting systems installed system wide (%)	95%	92%	--	--		
<i>Corporate clubs</i>	95%	95%	100%	100%		
<i>Franchise clubs</i>	92%	90%	--	--		
Save Energy HVAC systems installed system wide (%)	21%	--	--	--		
<i>Corporate clubs</i>	50%	--	--	--		
<i>Franchise clubs</i>	20%	--	--	--		

⁶⁵ Operational energy use is in reference to energy use from facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs.

⁶⁶ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

⁶⁷ We normalize energy use to understand progress per club; we use square footage to normalize because it is the best predictor of energy use and emissions.

⁶⁸ We extrapolated emissions as well as energy and water consumption for more than 2,000 franchises based on available data for >200 franchises using a regression analysis and average energy use intensity.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
environmental						
energy & emissions						
Operational GHG emissions by scope (MT CO ₂ e, MBM) ⁶⁹	36,086	32,437	15,179	9,955		
<i>Scope 1</i>	4,506	5,253	4,314	2,529	GRI 305-1	
Headquarters	38 ⁷⁰	34	26	25		
Corporate clubs	4,469	5,220	4,287	2,503		
<i>Scope 2 (MBM)</i>	31,580	27,184	10,865	7,426	GRI 305-2	
Headquarters	317 ⁷⁰	260	235	217		
Corporate clubs	31,263	26,924	10,630	7,210		
Normalized operational GHG emissions (MT CO ₂ e/square foot, MBM) ⁷¹	0.007	0.0069	0.0076	0.0051	GRI 305-4	
Operational GHG emissions by scope (MT CO ₂ e, LBM) ⁶⁹	35,338	32,307	15,266	10,744		
<i>Scope 2 (LBM)</i>	30,832	27,054	10,953	8,216	GRI 305-2	
Headquarters	314 ⁷⁰	260	235	233		
Corporate clubs	30,518	26,794	10,718	7,983		
Franchise club GHG emissions (MT CO ₂ e, MBM) ⁷²	--	345,934	--	--	GRI 305-3	

⁶⁹ Operational GHG emissions is in reference to emissions from facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs.

⁷⁰ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

⁷¹ We normalize emissions to understand progress per club; we use square footage to normalize because it is the best predictor of energy use and emissions.

⁷² We extrapolated emissions as well as energy and water consumption for more than 2,000 franchises based on available data for >200 franchises using a regression analysis and average energy use intensity.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
environmental						
water						
Approach to water management	Environment / Water, page 34 Planet Fitness Environmental Policy				GRI 3-3, 303-1	
Total operational water use (gallons) ⁷³	121,061,436	87,402,755	34,840,232	26,815,600	GRI 303-3	
<i>Headquarters</i>	577,671 ⁷⁴	517,734	377,373	403,600		
<i>Corporate clubs</i>	120,483,765	86,885,021	34,462,859	26,412,000		
Normalized operational water use (gallons/square foot) ⁷⁵	23 ⁷⁴	20	17	14		
Franchise club water use (gallons) ⁷⁶	--	1,154,183,957	--	--		
Corporate clubs with low-flow shower heads system wide (%)	95%	95%	100%	100%		
Clubs with flush-o-meters system wide (%)	95%	95%	--	--		
<i>Corporate clubs</i>	95%	95%	100%	100%		
<i>Franchise clubs</i>	95%	95%	--	--		

⁷³ Operational water use is in reference to water use at facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs.

⁷⁴ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

⁷⁵ We switched the normalization factor in 2023 from monthly check-ins to square foot because square foot resulted in a better statistical fit. Prior year values have been updated to reflect this change in methodology.

⁷⁶ We extrapolated emissions as well as energy and water consumption for more than 2,000 franchises based on available data for >200 franchises using a regression analysis and average energy use intensity.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
environmental						
waste & recycling						
Approach to waste management	Environment / Waste & Recycling, page 35 Planet Fitness Environmental Policy				GRI 3-3, 306-1, 306-2	
Total operational waste (tons) ⁷⁷	14,129	14,159	7,744	6,465	GRI 306-3	
<i>Landfill</i>	12,940	13,059	6,623	5,525	GRI 306-5	
Headquarters	62 ⁷⁸	52	52	39		
Corporate clubs	12,878	13,006	6,570	5,486		
<i>Recycling</i>	1,172	1,100	1,122	939	GRI 306-4	
Headquarters	18 ⁷⁸	6	6	43		
Corporate clubs	1,154	1,094	1,116	896		
Normalized operational waste footprint (tons/square foot) ⁷⁹	0.0027 ⁷⁸	0.0036	0.0039	0.0033		
Water refill stations available in systemwide clubs (%)	85%	--	--	--		
<i>Corporate clubs</i>	90%	75%	--	--		
<i>Franchise clubs</i>	80%	--	--	--		
sustainable sourcing						
Approach to sustainable sourcing	Environment / Sustainable Sourcing, page 37 Planet Fitness Environmental Policy				GRI 3-3	
Approach to engaging suppliers on environmental factors	Environment / Sustainable Sourcing, page 37 Planet Fitness Environmental Policy				GRI 308-1	
All materials with an environmental feature (% of total spend) ⁸⁰	45%	47%	37%	37%		
<i>Cleaning supplies</i>	51%	26%	28%	--		
<i>Paper products</i>	82%	75%	51%	65%		
Equipment diverted from landfill (%)	100%	100%	100%	100%		

⁷⁷ Operational waste is in reference to waste footprint at facilities that are within Planet Fitness' operational control, including our corporate headquarters, Orlando, FL, corporate office and corporate-owned clubs. Estimations are based on contracted waste.

⁷⁸ In 2023, we expanded our headquarters footprint beyond our Hampton, NH-based corporate headquarters to also include our Orlando, FL, office.

⁷⁹ We switched the normalization factor in 2023 from monthly check-ins to square foot because square foot resulted in a better statistical fit. Prior year values have been updated to reflect this change in methodology.

⁸⁰ Reflects purchasing data for the roughly 76% of our system who contract with vendors who provide reporting on supplies with environmental features. Data represents percentage of total reported spend.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
governance						
corporate governance & ESG oversight						
Approach to corporate governance	Governance / Corporate Governance & ESG Oversight, pages 39-40				GRI 3-3	
Governance structure and composition	2024 Proxy Statement, pages 10-14				GRI 2-9	
Nomination and selection of the highest governance body	2024 Proxy Statement, pages 6-9				GRI 2-10	
Chair of the highest governance body	2024 Proxy Statement, pages 8, 12				GRI 2-11	
Role of the highest governance body in overseeing the management of impacts	Governance / Corporate Governance & ESG Oversight, page 40 2024 Proxy Statement, page 14				GRI 2-12	
Delegation of responsibility for managing impacts	Governance / Corporate Governance & ESG Oversight, page 40				GRI 2-13	
Role of the highest governance body in sustainability reporting	Governance / Corporate Governance & ESG Oversight, page 40				GRI 2-14	
Evaluation of the performance of the highest governance body	2024 Proxy Statement, page 12				GRI 2-18	
Collective knowledge of the highest governance body	2024 Proxy Statement, pages 10, 12				GRI 2-17	
Board of Directors - tenure ⁸¹	Governance / Corporate Governance & ESG Oversight, page 39 2024 Proxy Statement, pages 7-9					
0-3 years	42.9%	37.5%	--	--		
4-10 years	42.9%	37.5%	--	--		
10+ years	14.3%	25.0%	--	--		
Board of Directors - age ⁸¹	Governance / Corporate Governance & ESG Oversight, page 39 2024 Proxy Statement, page 7				GRI 405-1	
50-54 years	28.6%	37.5%	--	--		
55-64 years	42.9%	37.5%	--	--		
65+ years	28.6%	25.0%	--	--		

⁸¹ Reflects Planet Fitness, Inc. Board of Directors composition as of March 4, 2024.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
governance						
corporate governance & ESG oversight						
Board of Directors - racial/ethnic representation ⁸²	Governance / Corporate Governance & ESG Oversight, page 39 2024 Proxy Statement, page 11				GRI 405-1	
<i>Asian</i>	14.3%	12.5%	--	--		
<i>Black/African American</i>	14.3%	12.5%	--	--		
<i>White</i>	57.1%	75.0%	75.0%	--		
<i>Undisclosed</i>	14.3%	--	--	--		
Board of Directors - gender representation ⁸²	Governance / Corporate Governance & ESG Oversight, page 39 2024 Proxy Statement, page 11					
<i>Women</i>	42.9%	37.5%	25.0%	--	GRI 405-1	
<i>Men</i>	42.9%	62.5%	75.0%	--		
<i>Undisclosed</i>	14.3%	--	--	--		
Remuneration policies	2024 Proxy Statement, page 19				GRI 2-19	
Process to determine remuneration	2024 Proxy Statement, pages 20-46				GRI 2-20	
CEO pay ratio	12:1	262:1	313:1	137:1	GRI 2-21	

⁸² Reflects Planet Fitness, Inc. Board of Directors composition as of March 4, 2024.

PERFORMANCE METRICS TABLE

METRIC	FY23	FY22	FY21	FY20	GRI	SASB
governance						
business ethics & compliance						
Approach to business ethics and human rights	Governance / Business Ethics & Compliance, page 41 Planet Fitness Human Rights Policy				GRI 3-3	
Conflicts of interest	Governance / Business Ethics & Compliance, page 41 Code of Ethics for Senior Financial Officials, pages 2-3				GRI 2-15	
Policy commitments	Governance / Business Ethics & Compliance, page 41 Code of Ethics Planet Fitness Policies Planet Fitness Human Rights Policy Planet Fitness Environmental Policy				GRI 2-23	
Embedding policy commitments	Governance / Business Ethics & Compliance, page 41 Code of Ethics, pages 2-3				GRI 2-24	
Compliance with laws and regulations	Governance / Business Ethics & Compliance, page 42 Environment / Approach to Environmental Management, page 28 2023 Annual Report, pages 14-15 Code of Ethics, pages 3-5 Planet Fitness Human Rights Policy Planet Fitness Environmental Policy				GRI 2-27	
Completion rate for annual ethics and compliance trainings	100%	100%	100%	--	GRI 412-2	
Mechanisms for seeking advice and raising concerns	Governance / Business Ethics & Compliance, page 41 Code of Ethics, pages 13-15				GRI 2-26	
Communication and training about anti-corruption policies and procedures	Governance / Business Ethics & Compliance, page 41 Code of Ethics, pages 4-5				GRI 205-2	
data security & privacy						
Approach to data security and privacy	Governance / Data Security & Privacy, pages 43-44 Privacy Policy				GRI 3-3	

ADDITIONAL RESOURCES

GENERAL DISCLOSURES

- [About Planet Fitness](#)
- [Planet Fitness Newsroom](#)
- [PF Purpose](#)
- [2022 ESG Report](#)
- [2021 ESG Report](#)
- [Investor Relations](#)
- [2024 Proxy Statement](#)
- [2023 Annual Report](#)

MEMBERSHIP ASSOCIATIONS

- [Health & Fitness Association](#)
- [International Franchise Association](#)

SOCIAL

- [Planet Fitness Blog](#)
- [Planet Fitness Mobile App](#)
- [PE@PF](#)
- [More Than 3 Million High School Students Signed Up For Planet Fitness' 'High School Summer Pass™' Program And Put Fitness First This Summer](#)
- [Planet Fitness Raises More Than \\$1 Million In 2023 Benefiting Long-Time Partner Boys & Girls Clubs Of America](#)
- [Planet Fitness Grants \\$250,000 In Scholarships To 50 Boys & Girls Clubs Of America Teens For Their Commitment To Creating A Judgement Free Generation®](#)
- [Planet Fitness Corporate Team Members Support Local Communities Through Its 'Flexing For Good' Month-Long Volunteer Initiative](#)
- [Planet Fitness Recognized By Forbes As One Of "America's Best Employers" 2023](#)

ENVIRONMENTAL

- [Planet Fitness Environmental Policy](#)

GOVERNANCE

- [Corporate Governance Guidelines](#)
- [Code of Ethics](#)
- [Code of Ethics for Senior Executive and Financial Officers](#)
- [Planet Fitness Policies](#)
- [Planet Fitness Human Rights Policy](#)
- [Privacy Policy](#)