

Own an Orangetheory Fitness Franchise

Profitable locations
across **Toronto & the GTA**



Why Invest in Orangetheory?

A Global Success Story

- 1,500+ studios worldwide and growing.
- One of the world's most recognized boutique fitness brands.

Proven Business Model

- Recurring revenue through memberships.
- High member retention rates backed by data-driven fitness results.

Explosive Market Growth

- The Canadian fitness industry is projected to reach \$5.8B by 2025, growing at 6.2% annually (IBISWorld).
- Strong demand for science-based, community-driven training experiences.

Comprehensive Support

- Site selection, training, marketing, and operational guidance provided by Orangetheory.

Investment Snapshot

Starting From:
\$500,000 CAD

Estimated Profit Margins:
15–25% (franchise benchmarks, varies by location)

Territories Available:
Toronto & the GTA

(Financial performance may vary by location and operations. Figures represent industry benchmarks)

About Orangetheory®

Built around science, technology, and coaching, Orangetheory delivers a high-energy group workout that helps members live longer, healthier lives.

The brand continues to lead the boutique fitness industry through innovation, strong retention, and a passionate global community.

Next Steps

Contact Matthew today to receive your confidential sales package and discuss territory availability.