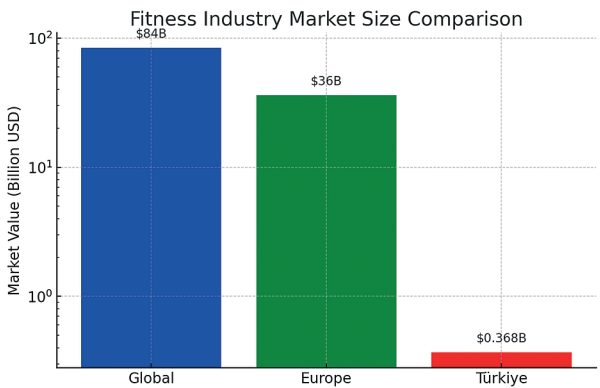


# TÜRKİYE'S GROWTH POTENTIAL IN THE GYM MARKET

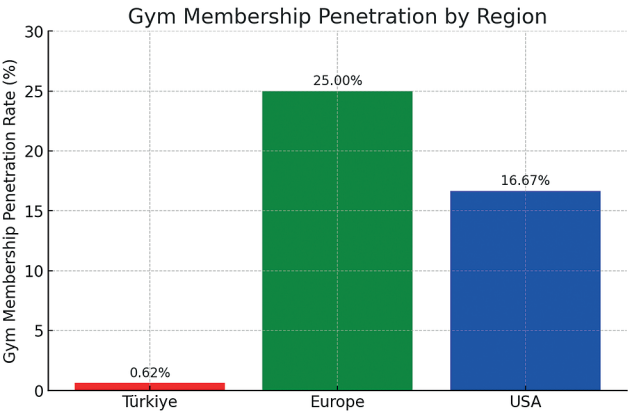
## *Revolution in Türkiye's Gym Market: A Major Opportunity For Investors*

*The gym industry in Türkiye is still in its early stages but is poised for rapid growth. While the global fitness market is valued at \$84 billion, and Europe holds a \$36 billion share, Türkiye's gym market remains significantly underdeveloped at just \$368 million. Despite Türkiye's economy being 1/15 the size of Europe's, its gym market is only 1/100 the size, highlighting a major untapped investment opportunity.*



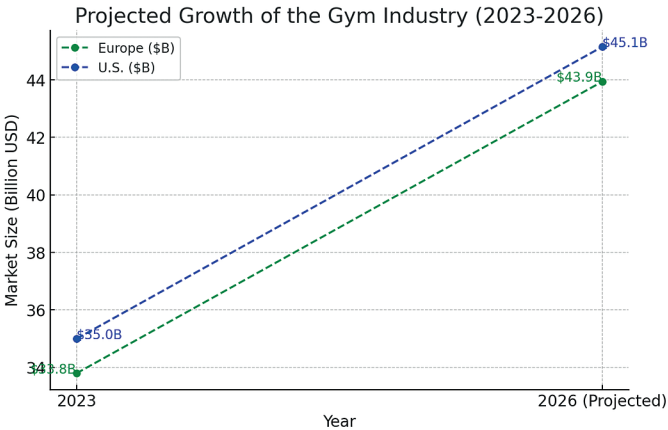
***Gym Membership Rates and Market Gap in Türkiye***

*In Türkiye, the gym membership penetration rate is 1 in 160, compared to 1 in 4 in Europe and 1 in 6 in the United States. Currently, there are only 1,550 registered gyms in Türkiye, serving approximately 500,000 members, less than 1% of the population and this number continues to grow daily. These low penetration rates indicate a substantial market gap and significant investment potential within the sector.*



Global and Regional Growth Rates

The European gym industry grew by 14% in 2023, reaching a market size of \$33.8 billion. With an annual growth target of 10%, the industry aims to reach 100 million members by 2030. In the U.S., the market reached \$35 billion in 2023 and is expected to continue expanding with a 29% increase by 2026. Based on these trends, the European and U.S. gym sectors are projected to grow by a total of 30% over the next 3 years.



Growth Target and Potential for Türkiye

Based on the insights, considering the current market size of \$368 million in Türkiye's gym industry, along with existing potential and global trends, setting a 15-fold growth target for the coming years appears both realistic and an attractive investment opportunity. Given the current economic conditions and increasing awareness of health and wellness, Türkiye's gym industry stands out as a highly promising market with strong profit potential for investors.

Türkiye's gym industry presents an ideal opportunity for investors, driven by its strong growth potential, low market penetration, and increasing health awareness. Early entrants into the market can capitalize on evolving fitness trends and benefit from the high return potential in this rapidly expanding sector.

