# SECURITIES AND EXCHANGE COMMISSION
# Washington, D.C. 20549

## SCHEDULE 13G/A

**UNDER THE SECURITIES EXCHANGE ACT OF 1934**
**(Amendment No. 6)**

**PLANET FITNESS INC - CL A**

**(Name of Issuer)**

**COMMON STOCK**

**(Title of Class of Securities)**

**72703H101**

**(CUSIP Numbers)**

**09/30/2026**

**(Date of Event Which Requires Filing of this Statement)**

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

☒ Rule 13d-1(b)

☐ Rule 13d-1(c)

☐ Rule 13d-1(d)

SCHEDULE 13G/A

| | |
|---|---|
| **CUSIP Number(s):** | 72703H101 |

| | |
|---|---|
| **1** | **Names of Reporting Persons**<br>T. Rowe Price Investment Management, Inc. |
| **2** | **Check the appropriate box if a member of a Group (see instructions)**<br>☐ (a) |

| | |
|---|---|
| | ☐ (b) |
| 3 | **SEC Use Only** |
| 4 | **Citizenship or Place of Organization**<br>MARYLAND |
| **Number of Shares Beneficially Owned by Each Reporting Person With:** | **5** **Sole Voting Power:** 8,672,721.00<br>**6** **Shared Voting Power:** 0.00<br>**7** **Sole Dispositive Power:** 8,691,525.00<br>**8** **Shared Dispositive Power:** 0.00 |
| 9 | **Aggregate Amount Beneficially Owned by Each Reporting Person**<br>8,691,525.00 |
| 10 | **Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)**<br>☐ |
| 11 | **Percent of class represented by amount in row (9)**<br>11.6 % |
| 12 | **Type of Reporting Person (See Instructions)**<br>IA |

SCHEDULE 13G/A

**Item 1.**

**(a)** **Name of issuer:**

PLANET FITNESS INC - CL A

**(b)** **Address of issuer's principal executive offices:**

4 LIBERTY LANE WEST, HAMPTON, NH, 03842

**Item 2.**

**(a)** **Name of person filing:**

T. Rowe Price Investment Management, Inc.

**(b)** **Address or principal business office or, if none, residence:**

1307 Point Street, Baltimore, MD 21231

**(c)** **Citizenship:**

Maryland

**(d)** **Title of class of securities:**

COMMON STOCK

**(e)** **CUSIP No.:**

**Item 3.** **If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

**(a)** ☐ **Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);**

**(b)** ☐ **Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);**

**(c)** ☐ **Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);**

**(d)** ☐ **Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);**

**(e)** ☒ **An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E);**

**(f)** ☐ **An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);**

**(g)** ☐ **A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);**

**(h)** ☐ **A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);**

**(i)** ☐ **A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);**

**(j)** ☐ **A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J). If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:**

**(k)** ☐ **Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K).**

**Item 4.** **Ownership**

**(a)** **Amount beneficially owned:**

8691525

**(b)** **Percent of class:**

11.6 %

**(c)** **Number of shares as to which the person has:**

**(i) Sole power to vote or to direct the vote:**

8672721

**(ii) Shared power to vote or to direct the vote:**

0

**(iii) Sole power to dispose or to direct the disposition of:**

8691525

**(iv) Shared power to dispose or to direct the disposition of:**

0

**Item 5.** **Ownership of 5 Percent or Less of a Class.**

Not Applicable

**Item 6.** **Ownership of more than 5 Percent on Behalf of Another Person.**

Not Applicable

**Item 7.** **Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.**

Not Applicable

**Item 8.** **Identification and Classification of Members of the Group.**

Not Applicable

**Item 9.** **Notice of Dissolution of Group.**

Not Applicable

**Item 10.** **Certifications:**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under § 240.14a-11. T. Rowe Price Investment Management, Inc. hereby declares and affirms that the filing of Schedule 13G shall not be construed as an admission that Price Investment Management is the beneficial owner of the securities referred to, which beneficial ownership is expressly denied.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

T. Rowe Price Investment Management, Inc.

| | |
|---|---|
| **Signature:** | **Ellen York** |
| **Name/Title:** | **Vice President** |
| **Date:** | **11/16/2026** |