

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of
The Securities Exchange Act of 1934**

**January 8, 2024
Date of Report (Date of earliest event reported)**

Planet Fitness, Inc.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-37534

(Commission File Number)

38-3942097

(I.R.S. Employer Identification No.)

**4 Liberty Lane West
Hampton, NH 03842**

(Address of principal executive offices)
(Zip Code)

Registrant's telephone number, including area code: **(603) 750-0001**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ **Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)**
- ☐ **Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)**
- ☐ **Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))**
- ☐ **Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))**

Securities registered pursuant to Section 12(b) of the Exchange act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A common stock, \$0.0001 Par Value	PLNT	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 or Rule 12b-2 of the Securities Exchange Act of 1934.

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 7.01 Regulation FD Disclosure.

On January 8, 2024, Planet Fitness, Inc. (the “Company”) issued a press release outlining the key points and topics it intends to discuss at its previously disclosed investor day on January 9, 2024, which is expected to begin at approximately 1:00 PM EST. A live broadcast and on-demand replay of the event will be available online at <https://investor.planetfitness.com>. The investor presentation and press release are also available online at <https://investor.planetfitness.com>. Information appearing on <https://investor.planetfitness.com> is not a part of, and is not incorporated by reference in, this Current Report on Form 8-K. A copy of this press release is being furnished as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

In accordance with General Instruction B.2 of Form 8-K, the information in this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Press Release dated January 8, 2024
104	The cover page from this Current Report on Form 8-K, formatted in Inline XBRL (included as Exhibit 101)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PLANET FITNESS, INC.

By: /s/ Thomas Fitzgerald
Name: Thomas Fitzgerald
Title: Chief Financial Officer

Dated: January 8, 2024



Planet Fitness Announces Key Year-End Metrics

Membership Growth of 1.7 Million since Year End of 2022
Full Year System-Wide Same Store Sales Increase of 8.7%
165 New Planet Fitness Stores
Equipment placed in 135 new franchised locations

Company to discuss operating metrics in fireside chat at the ICR Conference on Tuesday, January 9, 2024

HAMPTON, N.H., January 8, 2024 /PRNewswire/ – Planet Fitness, Inc. (NYSE: PLNT), one of the largest and fastest-growing franchisors and operators of fitness centers with more members than any other fitness brand, today provided an overview of key year-end operational metrics.

As of December 31, 2023, Planet Fitness grew its membership to approximately 18.7 million members, an increase of 1.7 million since the end of 2022, and full year system-wide same store sales increased by 8.7 percent. Additionally, in 2023, the Company placed equipment in 135 new franchised locations and opened 165 new Planet Fitness stores, including 18 corporate-owned locations, bringing system-wide total stores to 2,575.

“We are pleased to have delivered another strong year of member growth, demonstrating important momentum for our business, and continued recovery from the impact of COVID interruptions. Our New Growth Model, which reduces the capital requirements for opening and operating a Planet Fitness location, underscores our focus on utilizing a disciplined, data-driven approach to improving store level returns. As we navigate a dynamic macro-economic environment, we remain committed to delivering long-term sustainable growth while balancing the needs of all stakeholders, including the franchisor, franchisees, shareholders, and most importantly, our members,” said Craig Benson, Interim Chief Executive Officer. “The search for our new CEO is well underway. The Board is focused on finding a leader they believe will guide us in capturing the growth opportunities that lie ahead.”

Full Year Results

The Company plans to release its full fiscal year 2023 results and a 2024 outlook on February 22, 2024.

Live Webcast

Management's previously announced fireside chat presentation at the 2024 ICR Conference is scheduled for January 9, 2024, at 1:00 pm Eastern Time.

A live webcast of the presentation will be available at <http://investor.planetfitness.com>.

About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the world by number of members and locations. As of December 31, 2023, Planet Fitness had approximately 18.7 million members and 2,575 stores in 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent business men and women.

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