

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

SCHEDULE 14A INFORMATION

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934
(Amendment No.)**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

Planet Fitness, Inc.

(Name of Registrant as Specified In Its Charter)
(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

- No fee required.
 - Fee paid previously with preliminary materials.
 - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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PLANET FITNESS, INC.
4 LIBERTY LANE WEST
HAMPTON, NH 03842

Your **Vote** Counts!

PLANET FITNESS, INC.
2026 Annual Meeting
Vote by May 04, 2026
11:59 PM ET



You invested in PLANET FITNESS, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an Important notice regarding the availability of proxy material for the stockholder meeting to be held on May 05, 2026.**

Get informed before you vote

View the Notice & Proxy Statement, Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to April 21, 2026. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #



Smartphone users

Point your camera here and vote without entering a control number



Vote Virtually at the Meeting*

May 05, 2026
1:00 PM EDT

Virtually at:

www.virtualshareholdermeeting.com/PLNT2026

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Election of the four director nominees named in the Proxy Statement as set forth below: Nominees: 01) Stephen Spinelli, Jr. 03) Enshalla Anderson 02) Colleen Keating 04) Steve Beard	<input checked="" type="checkbox"/> For
2. Ratification of the appointment of KPMG LLP as the Company's independent registered public accounting firm for 2026.	<input checked="" type="checkbox"/> For
3. Approval, on an advisory basis, of the compensation of the Company's named executive officers.	<input checked="" type="checkbox"/> For
NOTE: The proxy, when properly executed, will be voted in the manner directed herein. If no direction is made, the proxy will be voted in accordance with the Board of Directors' recommendations. The proxies may vote in their discretion as to such other business as may properly come before the meeting or any adjournment thereof.	