

shift

ONE DAY OR
DAY ONE
YOU DECIDE



FUNCTIONAL HIGH-INTENSITY INTERVAL TRAINING

Prioritise Wellness



We aim to raise awareness that health and wellness should be life's top priority – and with the right fitness support, getting fit can be fun, exciting, and sustainable.

Home for All



Build a like-minded community that attracts people from all fitness backgrounds without any discrimination and gives everyone a deserving chance to be the best version of themselves.



HYROX TRAINING CLUB

HYROX is a worldwide fitness race that fuses running with functional training, uniting elite athletes and everyday fitness enthusiasts across 20+ countries. It features a combination of 8 kilometres of running and 8 functional workout stations, alternating seamlessly between cardio and strength exercises.

FHIIT has fielded a significant number of athletes from Sri Lanka including podium finishers.



ONE FOR ALL
ALL FOR ONE

Functional Hybrid Training

HIIT Hybrid Functional Studio Fully Equipped Strength Training Gym



Combines traditional strength training with aerobic and anaerobic functional training



Pushes beyond performance limits by connecting mind, body, and soul



Based on High-Intensity Interval Training (HIIT) principles



Boosts muscular tone, stamina, strength, and cardiovascular endurance



Turns the body into a fat-burning powerhouse



IT'S
MORE
THAN A
WORKOUT

About FHIIT

More Than Fitness

At FHIIT, we're not just building stronger bodies – we're building a global movement. This isn't just a gym. It's a lifestyle revolution.

A Powerful Community

It's a home where people from all backgrounds come together with one shared goal: to become the strongest, healthiest, most empowered version of themselves.

Beyond the Sweat

This isn't just about breaking a sweat—it's about breaking limits. We fuse entertainment, elite training, and explosive energy into a world-first concept that transforms ordinary workouts into unforgettable experiences.

Why We Exist

From day one, we knew the world didn't need another cookie-cutter fitness routine. People were hungry for more than just movement—they craved meaning.

The HIART™ Breakthrough

That's why we created HIART™ – High-Intensity Active Rest Training. A breakthrough born from years of experience in functional fitness, designed to turn exhaustion into empowerment. It's not just a workout—it's a weapon for transformation.



SAY HI
TO THE
TEAM

Message from the
Founder & Head Coach of FHIIT

Yohan Rathnayake

“ I've seen firsthand how the right environment, the right support system, and the right mindset can transform a person – physically, mentally, and emotionally.”



A Bold Vision

- Expand FHIIT across borders
- Reach the hearts of communities worldwide
- Make FHIIT a global fitness movement



Our Mission

- To make the #1 name in functional fitness
- To be the go-to destination for real results
- To make a hub for community and purpose

“ Fitness isn't just something we do. **It's who we are.** It's a commitment to growth, a standard of living, and a mindset of excellence.”



Message from the
Co-Founder/Pre & Postnatal Coach of FHIIT

Jessica Silva

“ We haven’t just built a gym – we’ve created a safe, empowering space.”



A Bold Vision

- To redefine women's fitness by building a global movement that empowers women to feel strong, confident, and supported – at every stage of life



Our Mission

- To make FHIIT the leading destination for women's fitness
- To focus on prenatal and postpartum care
- To help women overcome barriers and achieve lasting transformation and to build a community that celebrates strength, fearlessness and feminity

“ You’re not just investing in a business – you’re joining a movement.”



Message from the
Co-founder | Marketing, Branding & Strategy of FHIIT

Emi Seneviratne

“ FHIIT is more than a workout; it's a movement built on purpose, progression, and community.”



A Bold Vision

- To make FHIIT a globally recognized name in fitness – a space where every individual feels seen, supported, and inspired, regardless of their journey.



Our Mission

- Empower every fitness level
- Build community through purpose
- Inspire through bold branding & storytelling
- Support meaningful franchise leadership
- Create real impact – one workout at a time

“ We're not just building a brand – we're shaping the future of fitness.”





YOU GOT
THIS
BECAUSE
WE GOT YOU

Community

Making everyone feel important, Helping people fall in love with fitness as a lifestyle. Our approach is to transform people physically, mentally and emotionally for a better and more fulfilling life while building a like-minded community which embraces and welcomes people from all fitness backgrounds without any discrimination. We encourage members to network and support each other.

1

Innovative

Our workouts introduced a new dynamic hybrid approach allowing you to stay engaged and have fun throughout your experience at FHIIT. It's far from being monotonous. We will challenge you while keeping you on your toes.

We encourage our members to have an open mind about their diet. Find the right balance between working out and fueling themselves with right nutritional profiles. A 50% - 50% sustainable diet approach

2

Energetic

Energy meets entertainment. We believe records are meant to be broken. We push past our limits and raise our game so that members can stay at the top of theirs. Every class has an up-beat and vibrant atmosphere and the music surely helps you feel invigorated while working out. The instructors who lead the classes will share the same energy and vibe to motivate you every step of the way.

3



WHY FHIT

Everyone wants something new

Humans become easily bored with the same daily routine. At the same time fitness is always evolving and providing new strategies and approaches to keep everyone involved and sane. So everyone needs that change, and providing a better option when they are willing to shift is critical. FHIIT is that change.

1

Community is everything

While gyms are places to work out, what truly keeps people coming back is the transformation they feel and the welcoming, homelike environment. This is central to FHIIT's approach. We inspire positive change beyond fitness – building community, encouraging connections, and living our motto: "Fitness for Everyone". To enhance this, we plan to host events and tailor each studio to reflect the local culture, making every FHIIT feel like home.

3

We are in it to win it

We believe that as partners we invest equal energy and effort to the success of the business. With our efforts, we provide a great service and experience to our members. As British Airways CEO, Sir Tim Farron, once said, "We will accomplish greater things together and that will drive us to more heights"

2

Our module has worked

In our business strategy, quality and retention take precedence over sales. In the absence of a reason to quit, people will stay. Diverse and alternative training is sought by people. Our training program is designed to promote positive change throughout their daily routine. Finally, we urge our members to workout hard while simultaneously resting and restoring their bodies. With many training functions addressed, there are several reasons for people to stay.

4

Smart Tech Smarter Future

Our technology is designed to deliver a world-class member experience, empower coaches, and enhance accountability. Once qualified, coaches can create their own training programs within the FHIIT framework, guided by the head coach. This approach gives coaches a sense of ownership, flexibility, and growth, while encouraging them to contribute new ideas and training methods.

5

We got the experience. So we got your back

Starting a business can be intimidating, since we're right there with you, pushing alongside you. The exciting road of becoming a company owner begins after you sign your partner agreement. The lessons we learned have led us to create studios with an aim of 1000 or more members. Our partnership model offers business training on a monthly, quarterly, and bi-annual basis.

7

Originality in all aspects

From the moment you interact with FHIIT, you will see our originality in all aspects of the business. We are at aim in creating a positive, healthier world for people today, tomorrow, and forever. Our innovation exists on many levels, but the member experience is our core emphasis because for FHIIT, community is everything.

6

Every square meter means it

Every square meter of FHIIT has a purpose. You will notice an eye for detail and a feeling of purpose from the moment you walk in. Our unrivaled design is directed by our expert design team, with each build having a project manager to guarantee that the high quality and consistency of the brand are conveyed throughout all we produce.

8

Communication is easy

We're here to help you and your company attain your greatest potential. Every successful component of FHIIT is driven by our staff, and we're all rooting for you. As a partner, you will directly be in touch with the FHIIT founders to assist you in building the greatest business possible.

9

Coaches are the forefront

We want FHIIT trainers to be known as the "finest athletes" in the industry. We've created advanced coaching standards and programs to help a competent coach become a terrific coach. The coaches are at the forefront of our company, and we will spend extensively on them to assure the highest level of quality and consistency across the board.

10

EXECUTION CONCEPTS



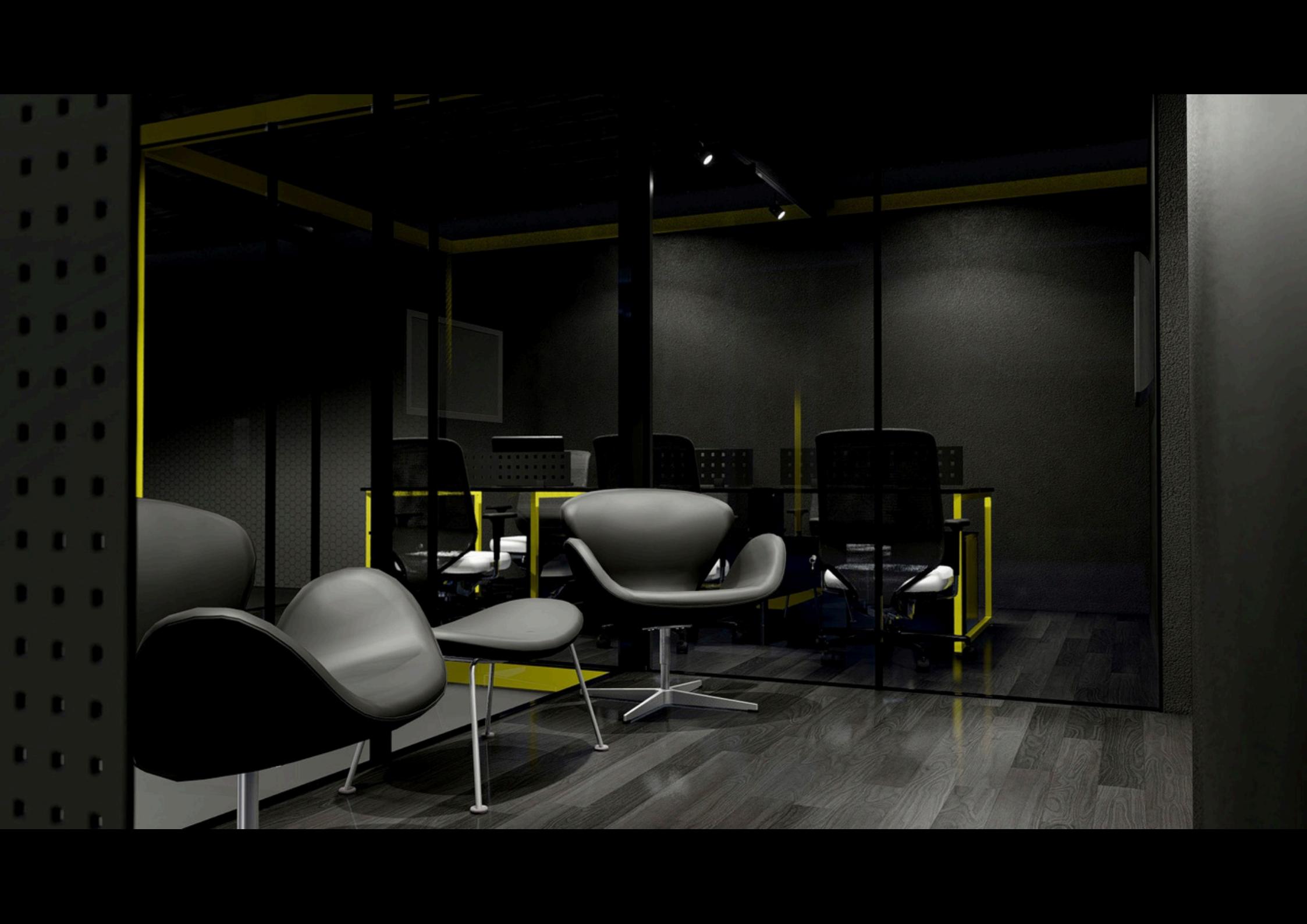




















OUR
DELIVERABLES
AND
COMMITMENT



360 Support and assistant

FHIIT SL will deliver a comprehensive training program covering key areas such as business and financial systems, advertising and marketing strategies, as well as staff recruitment and management. Training may range from a few days to several weeks and will include a mix of theoretical learning and hands-on, practical experience.



Help to choose the correct location

Location plays a crucial role in the success of any new franchise. FHIIT SL will support you in identifying and selecting the most strategic site for your business. We offer a pre-approved list of locations based on geographic potential and spending capacity, while also working closely with you to find the ideal fit.



Marketing, branding, and communication

FHIIT SL will provide a complete marketing plan covering everything from the grand opening to ongoing promotions and brand-building campaigns. This includes expert advice on marketing materials like banners, flyers, brochures, and posters, along with strategic support in branding, content creation, social media management, market and competitor analysis, and advertising. Our 360° approach ensures a strong and consistent presence across all platforms.



Product and workout

FHIIT SL will provide a comprehensive operations manual to the franchisee on a regular basis, curated by our Head Coach. All workouts will include demo videos and be supported by one-on-one training every three weeks. To ensure high standards, a fully qualified and experienced Head Coach from FHIIT SL will be assigned to lead and oversee the franchise's operations.

Admin and accounting support

FHIIT SL will provide its own ERP system. All required training and ongoing support and advice will be provided accordingly.

Design and concept

FHIIT SL will provide the concept design and architectural drawings according to the selected site and ongoing operational support and advise in terms of interior and equipment placement.

Recruitment and other staff requirements

FHIIT SL will provide all support in selecting and shortlisting the correct candidate for the required positions, along with training and induction.

THANK YOU



FHIIT (Pvt) Ltd

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