

Monday, 12 August 2024

**MEDIA RELEASE**

## **Bailador invests \$7.7m in fitness studio management software platform Hapana**

ASX-listed technology expansion capital fund Bailador Technology Investments Limited (“Bailador”, ASX:BTI) has today announced a \$7.7m investment in Hapana Holdings Pty Ltd (“Hapana”).

Hapana is an end-to-end software platform focused on the fitness and wellness sector. The software is used by gyms and boutique fitness studios to manage classes, client memberships and billings, marketing, digital content, and monitor business performance in real-time. Hapana delivers these features via a powerful mobile app that allows gyms and boutique fitness studios to better engage and communicate with their members.

Hapana operates in the large and fast-growing fitness software market which has over 200,000 gyms, health clubs, and boutique fitness studios worldwide. Hapana is a high-growth business that has attracted a roster of high-quality customers across 17 countries, including Body Fit Training (BFT), KX Pilates, Strong Pilates, Gold’s Gym, and F45. Despite high growth rates and a strong customer base, Hapana still has a long growth runway ahead, both domestically and in international markets.

Hapana is led by Founder and Chief Executive Officer (CEO), Jarron Aizen, who is executing on a plan to better serve gyms and boutique fitness studios that have been poorly served by large incumbents. Jarron has recruited an experienced executive team around him with strong sector expertise across both the fitness software and payments industries.

In this capital raise, Bailador has invested alongside OIF Ventures who are investing \$9.6m in Hapana, combining to form a \$17.3m investment round. Bailador and OIF Ventures previously co-invested alongside each other in Instaclub, a very successful investment that Bailador exited in May 2022 for a 14.2x multiple on invested capital and 80% IRR.

Paul Wilson, Bailador Co-Founder and Managing Partner, said: “Hapana has established a great reputation in the large and growing fitness industry. Bailador is backing Jarron and the strong Hapana team to continue executing on their growth in Australia and internationally.”

Jarron Aizen, Founder and CEO of Hapana, commented: “These funds will enable us to expand our go-to-market plans in the US and across the APAC region, facilitating the signing of more franchises and independent gyms. By providing these businesses with a holistic technology solution, we allow them to focus on what they do best, helping their clients achieve their fitness goals.”

Funds from this capital raise will be used by Hapana to accelerate investment in product development, expand their onboarding and operations teams, and support continued growth in international markets.

Paul Wilson will join the Hapana board as part of Bailador’s investment.

Bailador will provide additional commentary on its investment in Hapana as part of its August 2024 Shareholder Update.

**—Ends—**

**Approved for release by**

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