



**We are building the world's best
Men's Health Franchise Brand —
A high profit margin,
retail brick and mortar
franchise opportunity,
with low operating overhead costs.**



GAME

DAY

**FRANCHISE
OPPORTUNITY**

Why **GAMEDAY** Men's Health?

Low testosterone can impact a man's energy levels, sex drive, and mood.

Low testosterone (Low T) is linked to a variety of health conditions, ranging from fatigue and low libido to decreased concentration and moodiness.

Testosterone is a vital hormone for men, and when their levels are low, they may feel like a light switch got turned off.

Symptoms of Low Testosterone

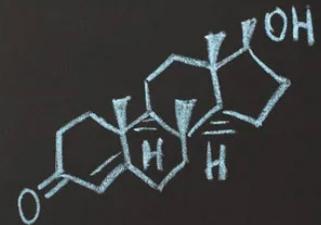
- Low energy levels
- Loss of muscle/fat gain
- Low strength/endurance
- Low life enjoyment
- Low libido
- Depression/bad mood

Why use GameDay? Simple.

We make up what other men's clinics lack and then take it one step further.

We create customized game plans to get men's testosterone levels back to what they should be, so they can live their passionate, purposeful life.

TESTOSTERONE



Industry Statistics

- Testosterone levels show steady decrease among young US men.
- 1 in 4 men over 30 in the US (about 30 million) have Low Testosterone levels.
- Men older than 40 are three times as likely to experience complete erectile dysfunction (ED) than younger men.
- The worldwide prevalence of ED is expected to increase to 322 million men by 2025.
- Testosterone Replacement therapy (TRT) improves erectile dysfunction.
- TRT can decrease fat mass and increase muscle size and strength.
- A Veteran's association database study of more than 83,000 patients found that men whose low testosterone was restored to normal through gels, patches, or injections had a lower risk of heart attack, stroke, or death from any cause, versus similar men who were not treated.

So you can see that helping men with Low T is life changing, important for men's health, and is an industry that will thrive and grow.

And it can be a game changer for you too.

You are in control of your destiny.

**We do all we can
to support you along the way.**

The Gold Standard in the Men's Health Industry

WHY **GAME** DAY?

GAMEDAY Benefits and Differentiators

We know you have a lot of options when it comes to choosing a franchise.

Here at GameDay, our benefits stand out from the competition. We're a team, and we go all out for our fellow teammates.

As a GameDay franchise owner, you will:

- Help your patients improve their health with our life-changing treatments and solutions
- Own a clinic in the fast-growing men's health category by hiring or partnering with a medical doctor
- Optimize your investment with a high-margin business with low overhead
- Build a growing revenue stream with our membership based recurring fee structure
- Operate an attractive clinical environment with just a few employees
- Be respected with a strong men's health brand
- Have the opportunity for multi-unit ownership
- Drive patients into your clinic(s) with the proven GameDay digital marketing program
- Stand out from the crowd in a unique market niche with little competition
- Gain financial stability in a recession-proof industry
- Establish a positive neighborhood business model with community involvement
- Be supported by our experienced team to get on the fast-track to your business goals
- Acquire continuous learning with ongoing training and support for you and your staff

Most states require a Doctor of record to be employed or to own a portion of the business to operate. Non-Doctor entrepreneurs may hire or partner with a qualified medical Doctor to comply with the state regulations.



BECAUSE EVERYDAY IS GAMEDAY...

GAMEDAY University

Our number one goal is to build a thriving franchise owner community and build America's largest network of men's health clinics to serve their patients and communities.

When you invest in a franchise, you are investing in the leadership behind the brand.

Our team brings expertise in all areas of your business:

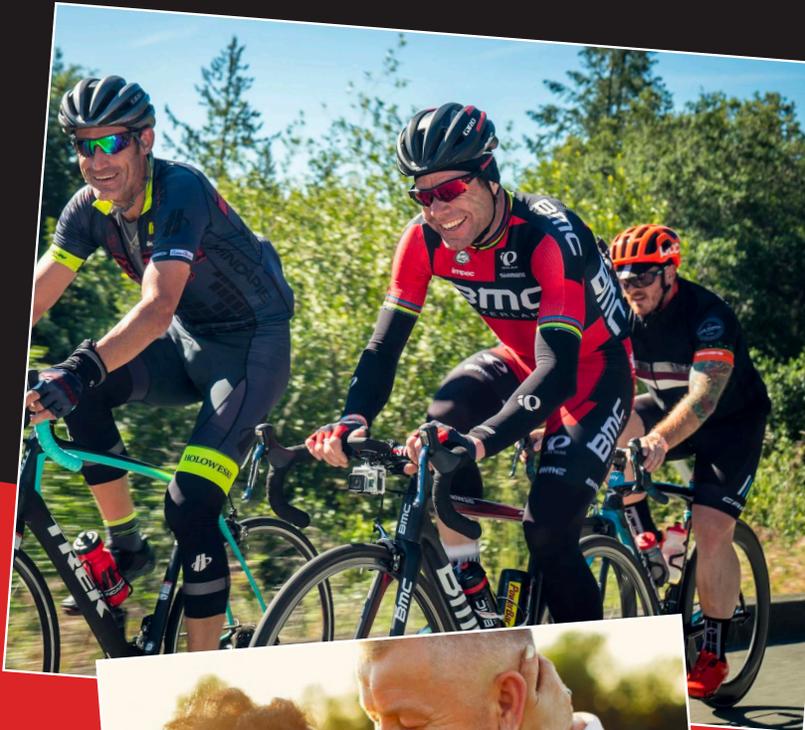
Leadership, Marketing, Finance, Operations, and Technology

Your journey begins with initial franchise training at the Corporate Training Center in southern California. Ongoing training classes are hosted throughout the year via live webinars, conference calls and online classes.

From robust training and support programs, systems, tools, and more, GameDay provides the support you need to write your success story. Marketing and promotional materials are also provided for ongoing unit-level sales growth so franchisees can concentrate on building their businesses.

Supporting franchise owners is the backbone of our success.

We look forward to helping you build your business empire.



MEN'S HEALTH

GAMEDAY

Franchise Support

At GameDay Men's Health we are a team that partners with you, guiding you along your path



Key Areas of Support Include:

- Site selection
- Training and store opening
- Purchasing
- On-site field operations
- Innovative marketing programs
- Annual conferences and seminars
- Technology systems and support
- Ongoing franchisee support

Have you always wanted to start a business but didn't know how?

We know starting a business can be risky, confusing, and downright overwhelming.

A GameDay Franchise is perfect for motivated people who want to make a difference for men (and their families) while following our proven gameplan.



THE **GAMEPLAN:**

1

Begin your franchise discovery process by reviewing our franchise website.

2

Register for your Franchise Discovery Kit and begin your journey

3

Register and attend a live Virtual Discovery Day webinar to learn more about the GameDay Men's Health Franchise Growth System

4

Complete your Franchise Application

5

Request your Franchise Disclosure Documents

6

Attend in-person Discovery Day in Southern California

7

Complete your training, store build out, and celebrate your Grand Opening!

FRANCHISE DISCOVERY STEPS



BECAUSE EVERYDAY IS GAMEDAY...



**Franchise Help Desk
858-252-9202**

Our team is here to help you navigate the franchise discovery process, answer your questions, and align you with resources to optimize your business start up and growth.

Ready to join our winning team?



gamedaymenshealth.com