GCC-BASED - ENHANCE - RAISES $18.2 MILLION

Equity/debt raise to accelerate US expansion, as Enhance builds the global operating system for the $42 billion Personal Training market

Follows rapid, consistent growth: revenue has compounded at 65% CAGR since 2019

2 September 2026 - Enhance, the operating system for personal training (PT), announces an $18.2 million equity/debt fund raising.

Institutional investors include Global Ventures – the leading MENA venture capital firm (equity); and Stride Ventures (venture debt).

The growth capital provided in the round will be used to accelerate Enhance's expansion in the United States. As the world's largest gym market, the US is Enhance's centre of gravity and where its model generates the most value.

Enhance's enterprise software has been licensed in the US since January 2025, and is now present in 700+ clubs across major national chains such as Crunch Fitness - one of America's largest gym chains; In-Shape Family Fitness; UFC Gym; and PureGym USA. A significant operational milestone, Enhance is among the first GCC-built software platforms to be exported and deployed at scale in the US market.

Across its markets, Enhance supports 15,000 personal trainers and over 500,000 booked PT sessions a month. Revenue has compounded at 65% CAGR since 2019.

Tarek Mounir, Founder and CEO of Enhance, said:

"We are delighted to add growth capital and to diversify our capital structure, from a position of strength. We are becoming the global operating system for Personal Training, amid the popularity in the United States – the world's largest gym market - of our GCC-built SaaS platform that redefines how PT services are delivered and managed. With more US expansion ahead, and the prospect of other international markets being perfectly suited to our system - we look forward to the future with confidence."

The market outlook is positive. PT is the most profitable revenue line in fitness but the least systematised. Enhance is the operating system for PT, helping large gym chains in the high-volume, low-price (HVLP) segment turn PT from an afterthought into predictable, profitable revenue streams.

A typical HVLP gym with 10,000-12,000 members that converts just 3%-4% of its members into PT, produces revenue comparable to the location's overall membership revenues. Enhance's enterprise-level software makes that conversion manageable at scale. At mature HVLP sites using Enhance, PT revenues can reach $85,000 per club per month - a compelling long term value case for gyms.

Enhance's three-to-five year vision is to be the system of record and operating standard for the $42 billion global PT market - the platform gym operators default to the way hotel groups default to property management software or restaurants default to reservation systems. This category does not exist yet and Enhance is building it. Enhance is pursuing strategic partnerships in the US that reflect this logic - enterprise gym groups seeking operators they can trust to run PT end-to-end, beyond just software.

The GCC market environment is also positive as a structural shift has occurred in how consumers approach health. Contemporary gym users are sophisticated and now seek guidance on strength, recovery, energy, and long-term health span; a significant vocabulary shift in under a decade. Consumer demand in some GCC markets is outpacing the supply of qualified personal trainers, showing the ceiling is still far above where the market is today.

In the GCC, the Company's anchor partner is GymNation – for whom Enhance runs the entire PT operation, end-to-end, across all locations in the UAE, KSA and Bahrain. Outside the US, KSA is the Company's highest growth market and where Enhance is seeing more first-time formal fitness participants than in any other geography it operates in. Enhance also operates in Qatar.

Enhance benefits from significant barriers to entry. Every PT session Enhance has supported over the last eight years is a data point on what makes a personal trainer successful; why members stay at, or leave a gym; and where a gym's revenue leaks out. New market entrants would require almost a decade of operational history to rebuild this – which cannot be shortcut with capital.

Enhance is also an AI-native company managing an optimal overlapping of technology and trainers. AI accelerates the creation and automation of PT programmes, while the trainer remains in charge of the relationship. Technology handles the production layer, and the human handles the part the gym client is actually paying for.

Noor Sweid, Founder and Managing Partner at Global Ventures, commented:

"Global Ventures has backed Enhance across successive rounds, and our belief in the business has only deepened over that period. From the outset, Tarek and the team were building for global markets, and the company's establishment in the US, alongside its GCC operations, reflects the scale of that ambition. Enhance demonstrates that companies founded in this region can compete and win in the world's most developed markets."

Varun Agarwal, Partner at Stride Ventures, said:

"Enhance is proof of what this region can produce - a homegrown, category-defining and already the go-to partner for the likes of GymNation across the GCC markets. That same conviction is now underpinning the expansion into the US, the world's largest gym market, and we are excited to support the next leg of growth for Enhance."

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Further information

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Notes to Editors

About Enhance

Enhance is the operating system for personal training (PT). Enhance was created in Dubai in 2018 as a service business. Since then, the company's business model has evolved, transforming from a regional service layer into a global SaaS platform that any multi-site gym operator can deploy.

Today it covers 700+ contracted gym locations globally — UAE, Saudi Arabia, Qatar, Bahrain, and now the US — supporting over 15,000 trainers and over 500,000 booked PT sessions a month.

Enhance’s three-to-five year vision is to be the system of record and operating standard for PT globally — the platform gym operators default to, the way hotel groups default to property management software or restaurants default to reservation systems. The category doesn't exist yet. Enhance is building it.

About Global Ventures

Global Ventures is a UAE-based, Series-A focused, emerging-market venture capital firm investing in mission-driven founders building companies across Africa and the Middle East. With $400 million AUM, and financial returns rating it as a top decile fund, Global Ventures has become a leading investor across the Middle East and Africa.

Since its inception in 2018, Global Ventures has completed over 65 investments and 7 exits across ten markets, deliberately focused on sectors positively affecting millions of lives across the world, such as FinTech, Digital Health, EdTech and AgriTech.

In addition to generating top decile returns, the portfolio has had a demonstrable impact on millions of lives through its company founders, creating 16,200 jobs, enabling female leadership, powering financial inclusion for over 61 million people, and enabling 81 million patient interactions across 100 countries. More information can be found at: www.global.vc/

About Stride Ventures

Stride Ventures is a leading global venture debt and growth credit fund with 8 offices across India, the GCC, and Southeast Asia, while operating as an advisor in the UK.

A sector-agnostic platform, Stride manages 7 funds denominated in INR, USD, and GBP, and has enabled over USD1.6 billion in credit globally. The firm has partnered with 200+ high-growth companies across sectors.