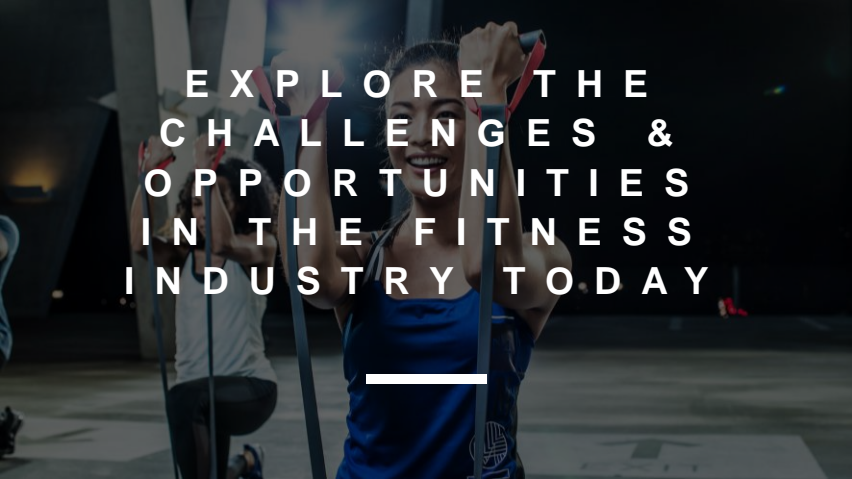


*LES MILLS*



THE FUTURE IS VIRTUAL

VIRTUAL




EXPLORE THE  
CHALLENGES &  
OPPORTUNITIES  
IN THE FITNESS  
INDUSTRY TODAY

---



DEMONSTRATE  
THE GROWTH OF  
VIRTUAL FITNESS

---



DISCUSS NEXT  
GENERATION  
VIRTUAL

---


## SESSION PURPOSE

---



EXPLORE THE  
OPPORTUNITY IN  
YOUR CLUB

---



INTRODUCE LES  
MILLS VIRTUAL  
2.0

---



PLAN  
SUCCESSFUL  
VIRTUAL  
IMPLEMENTATION  
IN YOUR CLUB

---

A group of people are exercising on stationary bikes in a gym. The scene is dimly lit, with a focus on the individuals in the foreground. A woman in a black tank top and grey shorts is in the immediate foreground, looking forward. Behind her, a man in a black tank top is also on a bike. Further back, several other people are visible, all focused on their workout. The overall atmosphere is one of intense physical activity.

LET'S LOOK AT THE STATE OF THE  
**FITNESS** MARKET

---

# FITNESS HAS NEVER BEEN BIGGER

---

79%

OF THE  
POPULATION OVER  
THE AGE OF 18  
EXERCISE  
REGULARLY OR  
WOULD LIKE TO

61%

OF REGULAR  
EXERCISERS ARE  
CURRENTLY DOING  
GYM-TYPE  
ACTIVITIES

69%

OF EXERCISERS WHO  
AREN'T DOING  
GYM-TYPE  
ACTIVITIES WOULD  
CONSIDER IT

# COMPETITION IN THE CLUB SECTOR IS CONTINUALLY INCREASING

BUDGETS

BOUTIQUES

LOCAL FITNESS

TRADITIONAL FITNESS FACILITIES

LUXURY CLUBS



# MILLENNIALS

MOVING AWAY FROM  
FULL SERVICE  
CLUBS, WHICH ARE  
LOSING MARKET  
SHARE TO MICRO-  
GYMS

DESPITE HIGH  
FEES, SINGLE  
ACTIVITY  
BOUTIQUES ARE  
NOW **2<sup>ND</sup> MOST**  
POPULAR VENUE.  
TYPICAL CLUBS ARE  
AGEING

AVERAGE AGE OF  
CUSTOMERS IN  
TYPICAL FITNESS  
CLUBS IS **40.7**  
YEARS OLD\*

**98 M**

PEOPLE ARE AGED  
BETWEEN 15-35 IN  
THE US

**63%**

STAY UPDATED ON  
BRANDS THROUGH  
SOCIAL MEDIA

**55%**

SHARE BAD  
EXPERIENCES WITH  
THEIR NETWORKS

**33%**

WILL BE 1/3 OF  
ADULT POPULATION  
BY 2020

**50%**

WILL BE HALF OF  
GLOBAL WORKFORCE  
BY 2020

# DISRUPTIVE FITNESS TRENDS

---

CONSUMERS HAVE MORE CHOICE THAN  
EVER BEFORE

VIRTUAL  
EXERCISE

FITNESS APPS &  
WEARABLES

ONLINE/AT HOME  
SOLUTIONS

MORE  
MOTIVATING,  
ALTERNATIVES  
TO TRADITIONAL  
FITNESS  
FACILITIES

# CHANGING DEMOGRAPHICS

## MILLENNIALS AND FITNESS

81%

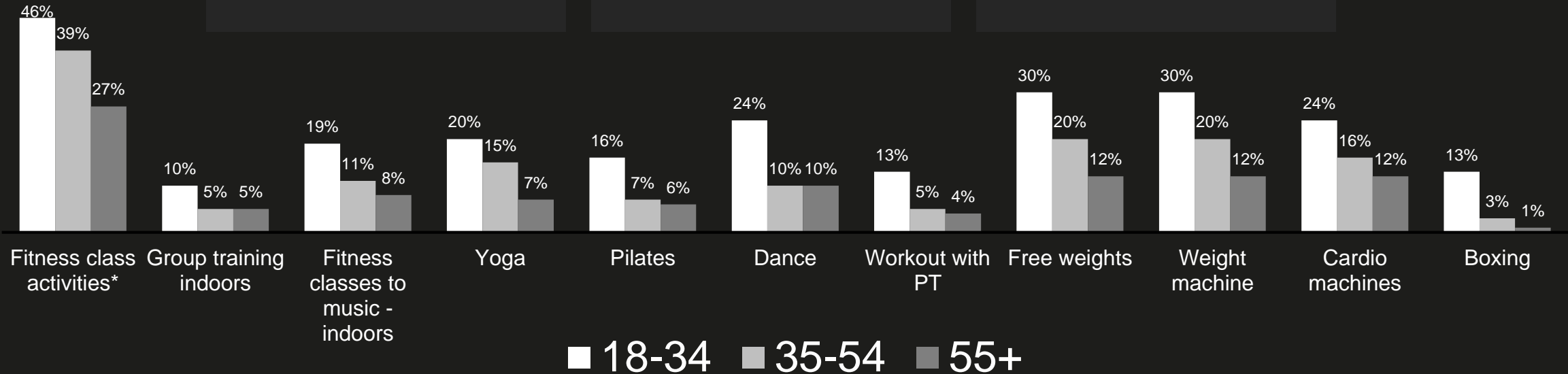
76%

50%

OF MILLENNIALS  
(AGED 18 TO 34)  
EXERCISE OR  
WOULD LIKE TO  
(VS. ONLY 61% OF  
BABY BOOMERS)

OF REGULAR  
EXERCISERS ARE  
MILLENNIALS

OF THE  
EXERCISERS  
DOING GYM-TYPE  
ACTIVITIES ARE  
MILLENNIALS



\*Fitness class activities defined as 'Group training – indoors' OR 'Fitness classes to music – indoors' OR 'Dance' OR 'Yoga' or 'Pilates'. Nielsen 2013.





WHAT ISN'T

CHANGING IN THE WORLD  
OF FITNESS?

---

# CHANGING SOCIAL NORMS

TYPICAL  
FACILITIES LOSE  
50% OF THEIR  
MEMBERSHIP  
EVERY YEAR

---

50%

# TRADITIONAL CLUBS ARE UNDER INCREASING PRESSURE

NO TIME TO  
FOCUS ON  
MEMBER  
EXPERIENCE

MEMBERS  
LEAVE

RUN &  
MAINTAIN  
FACILITY

GET NEW  
MEMBERS

MORE  
MEMBERS  
JOIN

# THE STARK TRUTH

---

MANY GYMS ARE IN THE BUSINESS OF SELLING  
MEMBERSHIPS NOT FITNESS

UNFORTUNATELY, LOSING MEMBERS HAS BECOME  
THE NORM.

CLUBS ARE PROVIDING ACCESS TO EXERCISE, RATHER  
THAN SUPPORTING MEMBERS IN FORMING AND SUSTAINING  
A HABIT AND A POSITIVE RELATIONSHIP WITH EXERCISE.

---

# MOTIVATE YOUR MEMBERS

THIS IS THE  
BIGGEST VALUE YOU  
CAN OFFER  
MEMBERS AND  
IS WHY THEY  
COME TO YOU

KEEP THEM  
ON TRACK

---

HELP THEM  
SEE RESULTS

---

SUPPORT  
THEIR LOVE  
OF EXERCISE

---

# MOTIVATED MEMBERS STAY LONGER

>10  
YEARS

6-9  
YEARS

2-5  
YEARS

<1  
YEAR

MOTIVATED MEMBERS COME MORE OFTEN - MEMBERS WHO COME MORE OFTEN STAY WITH YOU FOR LONGER

BEST PRACTICE:  
2 VISITS A WEEK

MEMBERS WHO ATTEND 2 TIMES A WEEK ON AVERAGE STAY 2-5 YEARS

1.5 2.0 2.2 2.4

AVERAGE HEALTH-CLUB VISITS PER WEEK BY TENURE

A group of people are exercising on stationary bikes in a gym. The scene is dimly lit, with a focus on the individuals in the foreground. A woman with long dark hair is in the immediate foreground, looking forward with a determined expression. Behind her, a man and several other people are also on bikes, creating a sense of a busy fitness class. The overall mood is energetic and focused.

MAKE FREQUENCY A KEY METRIC

**FREQUENCY**  
IS HOW YOU  
KNOW YOU ARE  
SUCCEEDING  
IN MOTIVATING  
YOUR MEMBERS.

---

**ATTENDANCE**  
IS THE MOST  
IMPORTANT METRIC  
IN OUR INDUSTRY.  
BUT IT REMAINS  
ONE OF THE LEAST  
MEASURED BY  
CLUB MANAGERS.

---





WHY GROUP EXERCISE

VIRTUAL

GROUP EXERCISERS ATTEND MORE

MEMBERS WHO  
ATTEND GX USE  
THEIR FACILITY  
3 TIMES PER WEEK  
ON AVERAGE

---

3x

# GROUP EXERCISE THE STATS

---

WHEN ASKED  
WHAT IS THE  
SINGLE MAIN  
REASON FOR WHY  
PEOPLE ATTEND  
THEIR CURRENT  
FITNESS  
FACILITY, THEY  
RANKED:

1

LOCATION

---

2

GREAT EXERCISE  
CLASSES

---

# GROUP EXERCISE THE STATS

---

A group of diverse people are running in a modern gymnasium. The scene is dimly lit, with light coming from the background, creating a silhouette effect on the runners. The runners are in various stages of their stride, and their hair is in motion, suggesting they are running at a steady pace. The gymnasium has a high ceiling with visible structural beams and a polished floor that reflects some of the light.

GREAT EXERCISE  
CLASSES REPRESENTS  
THE LARGEST  
CONTROLLABLE FACTOR  
FOR OPERATORS TO  
DRIVE MORE PEOPLE  
INTO FACILITIES.

---

# GROUP EXERCISERS ARE MORE LOYAL

---

6 / 10

MEMBERS STATE THAT THE NUMBER OF GROUP EXERCISE CLASSES THEIR GYM OFFERS HAS INFLUENCED THEIR DECISION TO JOIN THE GYM

46 %

OF GROUP EXERCISE USERS ARE LIKELY TO CANCEL THEIR MEMBERSHIP OR STOP ATTENDING THEIR GYM IF THEIR PREFERRED CLASS WAS CANCELLED.

26 %

GROUP EXERCISERS ARE 26% LESS LIKELY TO CANCEL THEIR MEMBERSHIP

# DISRUPTIVE FITNESS TRENDS

---

HOW CAN GROUP FITNESS HELP US TO  
COMPETE AGAINST THESE THREATS?

VIRTUAL  
EXERCISE

LOW PRICE  
DISRUPTION  
(BUDGET CLUBS)

MORE  
MOTIVATING,  
ALTERNATIVES  
TO TRADITIONAL  
FITNESS  
FACILITIES  
(BOUTIQUES)

ONLINE/AT HOME  
SOLUTIONS  
(APPS – EG.  
NIKE TRAINING  
CLUB, KAYLA  
ITSINES)

# SOLUTIONS

---

QUALITY GROUP  
FITNESS PROVIDES  
DIFFERENTIATION  
FROM LOW  
COST CLUBS

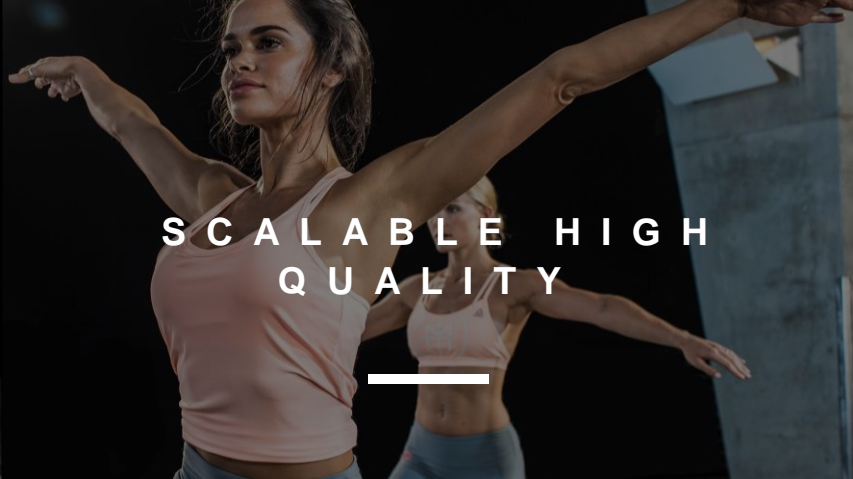
QUALITY GROUP  
FITNESS DEFENDS  
AGAINST  
BOUTIQUES

FULL TIMETABLES  
+ SOCIAL  
INTERACTION  
TRUMPS  
ONLINE/AT HOME



AFFORDABLE  
FULL TIMETABLES

---



SCALABLE HIGH  
QUALITY

---



GATEWAY TO  
LIVE CLASSES

---

# WHY VIRTUAL FITNESS?

---



TARGETS NEW  
DEMOGRAPHICS

---



MAXIMIZES STUDIO  
UTILIZATION

---



# VIRTUAL ALSO HELPS ACQUISITION & RETENTION

---

4/10

MEMBERS STATE  
THAT THE VIRTUAL  
CLASSES OFFERED  
BY THEIR GYM HAS  
INFLUENCED THEIR  
DECISION TO JOIN IT

---

4/10

FIND HAVING HIGH  
QUALITY VIRTUAL  
CLASSES AVAILABLE  
IN THEIR GYM A  
REASON TO CONTINUE  
THEIR MEMBERSHIP

---

# FLEXIBILITY IS THE KEY REASON TO USE

68.50%

32.80%

22.20%

14.60%

8.70%

8.30%

- I can do a class whenever suits me
- I can work out at my own pace
- There is a big variety of classes to choose from
- I would like to do live classes – but feel comfortable starting with virtual classes
- I know what to expect from virtual classes
- I prefer the standard & quality of a virtual class over live classes

# VIRTUAL GROUP FITNESS TRAINING IS NECESSARY TO REMAIN COMPETITIVE

---

MORE THAN EVER, CLUBS ARE DISCOVERING THE BENEFITS OF GROUP FITNESS:

12,000

300%

2X

THERE ARE NOW OVER 12,000 CLUBS GLOBALLY OFFERING A VIRTUAL SOLUTION TO SATISFY THE CHANGING NEEDS OF MEMBERS

IN THE PAST FEW YEARS IT HAS EXPERIENCED 300% GROWTH

IT IS FORECAST THAT THIS WILL DOUBLE WITHIN THE NEXT 24 MONTHS

CLUBS NEED TO BE PART OF THE VIRTUAL MOVEMENT TO REMAIN RELEVANT

# VIRTUAL NUMBERS ARE BOOMING

---

7+

AVERAGE  
ATTENDEES IN  
A SCHEDULED  
VIRTUAL CLASS  
IN OVER 50%  
OF THE CLASSES.

100%


ATTENDANCE  
AT VIRTUAL  
CLASSES HAS  
MORE THAN  
DOUBLED EVERY  
YEAR FOR THE  
PAST 3 YEARS.

57%

OF REGULAR  
EXERCISERS WHO  
ARE NOT CURRENTLY  
PARTICIPATING IN  
FITNESS CLASS  
ACTIVITIES  
(INCLUDING NON  
GYM USERS) WOULD  
CONSIDER TRYING  
VIRTUAL.

75%

OF GYM MEMBERS  
WOULD CONSIDER  
TRYING VIRTUAL.

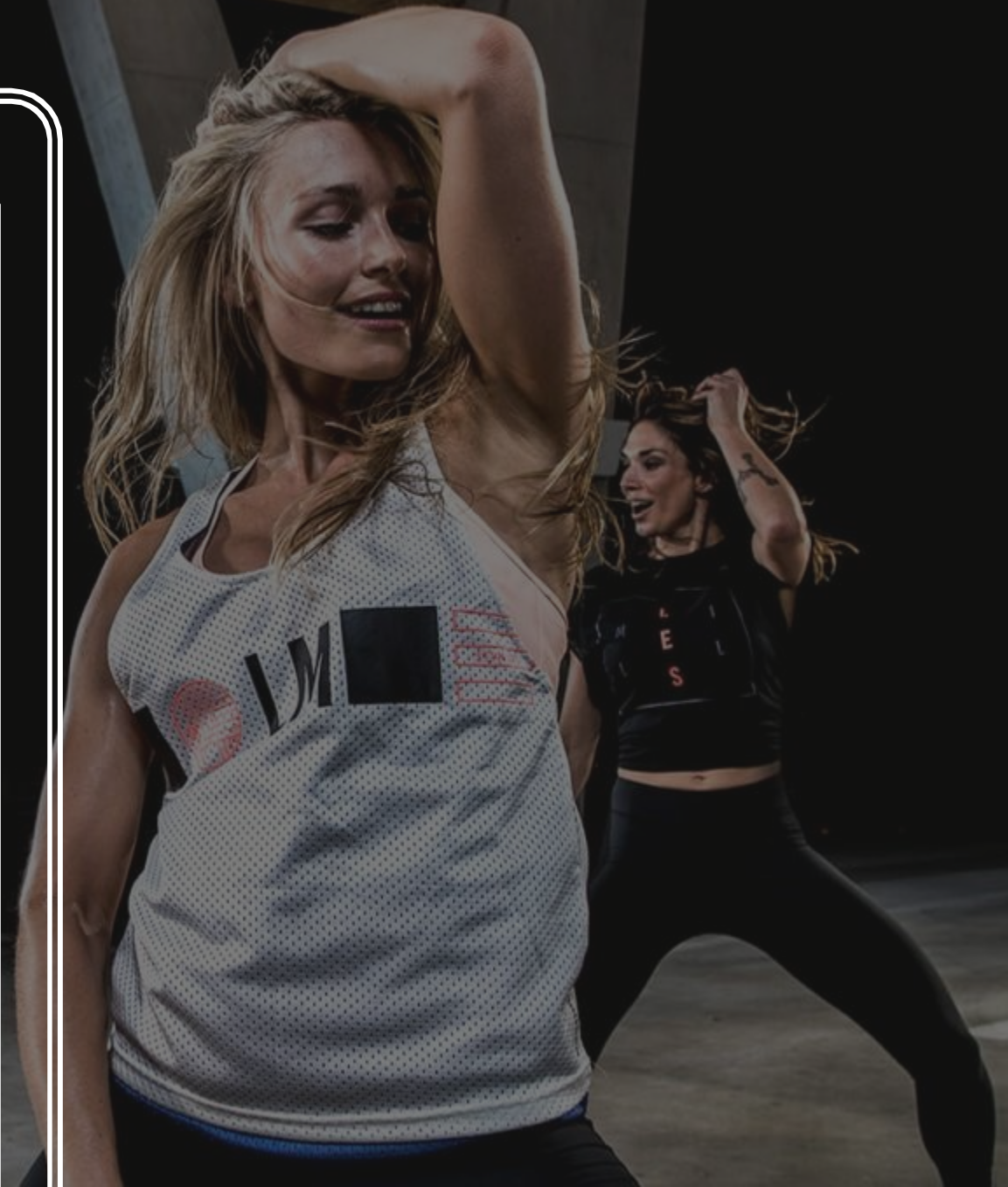


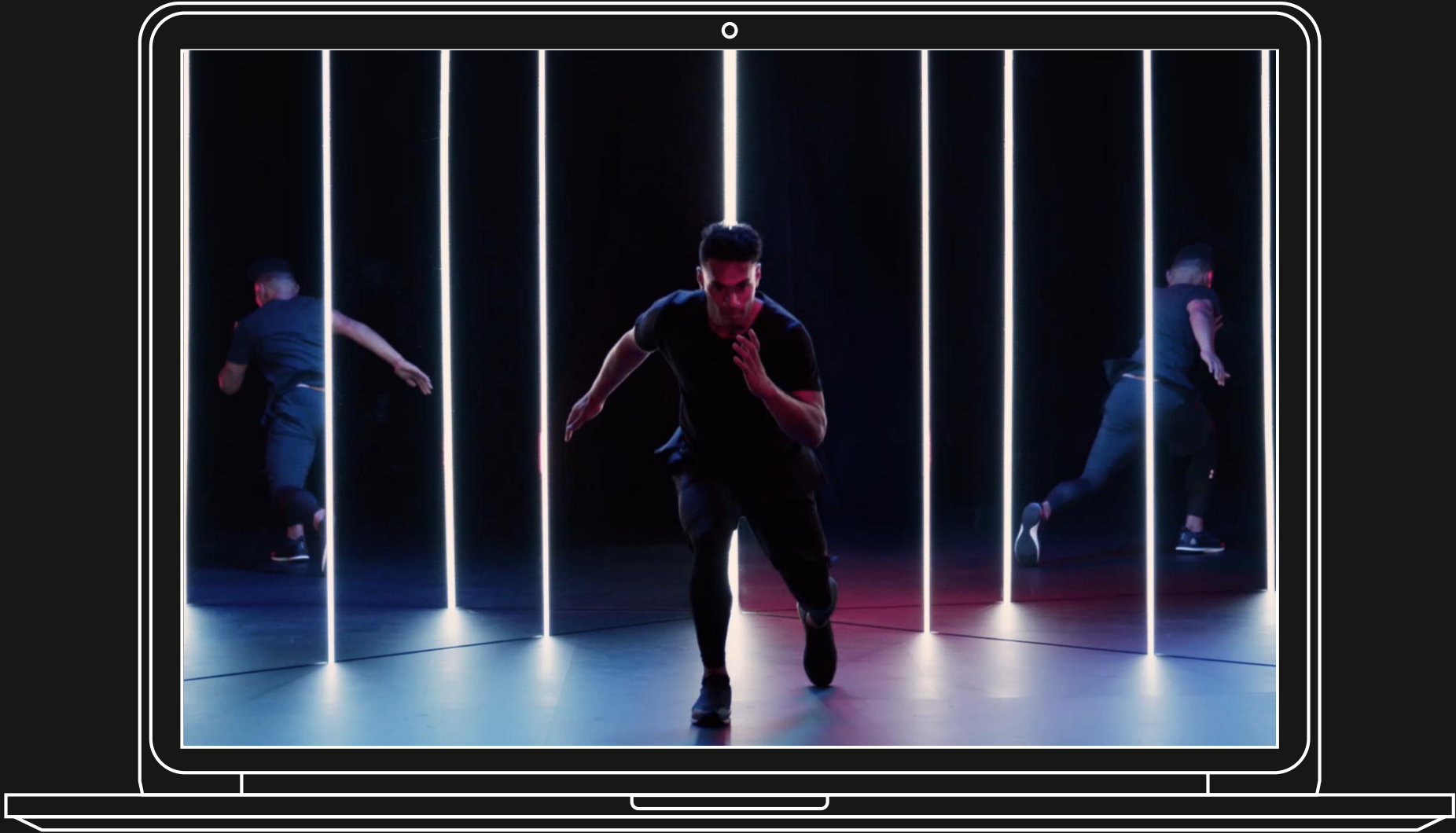
NOW THAT VIRTUAL IS BECOMING  
MORE **PREVALENT** IN THE FITNESS  
INDUSTRY, CONTINUED **SUCCESS**  
FOR CLUBS WILL LIE IN  
PROVIDING THE **HIGHEST QUALITY**  
VIRTUAL FITNESS OPTIONS.

---

MEMBERS'  
NEEDS ARE  
CONTINUALLY  
CHANGING.

THEIR  
**EXPECTATIONS**  
ARE INCREASING  
AS QUICKLY AS  
TECHNOLOGY  
EVOLVES.









# CINEMATIC FITNESS IS THE FUTURE OF VIRTUAL

---

## MEMBERS

EXPECT MORE, LIKE MOVIE-GOERS, GYM MEMBERS WILL NO LONGER ACCEPT 1-STAR STINKERS, THEY WANT **5-STAR** VIRTUAL EXPERIENCES IN A **TOP-QUALITY** STUDIO.

LES MILLS VIRTUAL 2.0 CLASSES ARE **EXCITING,** BLOCKBUSTER-QUALITY VERSIONS OF **LIVE CLASSES**. THEY ENABLE YOU TO DELIVER THE INDUSTRY'S MOST POPULAR WORKOUTS LED BY THE WORLD'S BEST INSTRUCTORS.

ONLY LES MILLS IS **SCIENTIFICALLY** PROVEN, HAS GREAT MUSIC, MOVES AND CLASS INSTRUCTORS. AND WE **REFRESH** IT EVERY QUARTER TO KEEP IT UP TO DATE.

# VIRTUAL TARGETS NEW AUDIENCES

---

TARGET **NEW**  
SEGMENTS  
OF YOUR  
MEMBERSHIP

REVIEWING YOUR  
CLUB & AREA  
**DEMOGRAPHICS** AND  
SEGMENTING THEM  
INTO GROUPS LETS  
YOU TARGET THEM  
ON YOUR SCHEDULE



MORE THAN **30%** OF THE VIRTUAL USERS ARE MILLENNIALS AND THIS SEGMENT IS GROWING COMPARED TO PREVIOUS YEARS.



UNLOCK THE DESIRE TO  
TRY SOMETHING NEW

---

NOT EVERYONE KNOWS EXACTLY WHAT THEY WANT.

**9 %** OF THOSE WHO  
TAKE PART IN GROUP  
EXERCISE HAVE NOT  
PREVIOUSLY  
ENGAGED  
IN ANY FORM OF  
PHYSICAL ACTIVITY.

---

**20 % +** OF PEOPLE  
WHO DON'T ATTEND  
CLASSES SAY THEY  
FIND PARTICIPATION  
IN A LIVE CLASS  
INTIMIDATING.

---



# VIRTUAL CLASSES GROW LIVE DEMAND

---

**75%** OF VIRTUAL  
FITNESS USERS  
ALSO ATTEND  
LIVE CLASSES.

---

**12%** AVERAGE  
INCREASE IN LIVE  
CLASS ATTENDANCE  
WHEN CLUBS ALSO RUN  
VIRTUAL WORKOUTS.

---

# MAXIMIZE YOUR INVESTMENT

---

VIRTUAL PROVIDES AN OPPORTUNITY TO **OPTIMIZE** YOUR ASSETS AND GENERATE ADDITIONAL REVENUE THROUGH INCREASED ATTENDANCE AND RETENTION.

---

LET'S WORK THE NUMBERS  
**EXERCISE 1:** YOUR STUDIO UTILIZATION & OPPORTUNITY  
**EXERCISE 2:** YOUR RETURN ON INVESTMENT OPPORTUNITY

---

# RETURN ON INVESTMENT CALCULATOR

## STUDIO MAXIMIZATION

---

# of GX Studios	<b>2</b>
# of classes p/w per Studio	<b>30</b>
Average class attendance	<b>16</b>
<b>Current GX Attendance p/w</b>	<b>2400</b>
<b>% of time studios are empty</b>	<b>70%</b>

## ANNUAL VALUE OF NEW MEMBERS

---

Membership cost p/month	<b>\$50</b>
Membership referrals	<b>494</b>
# of new acquired members due to Virtual	<b>99</b>
Annual Value of new acquisitions	<b>\$58,988</b>
Annual Value of increased retention rate	<b>\$14,622</b>
<b>Annual Value return from Virtual</b>	<b>\$73,611</b>

## INCREASED MEMBERSHIP

---

Additional Virtual Class opportunity p/w	<b>135</b>
Additional GX attendance due to Virtual p/w	<b>945</b>
<b>New members to GX due to Virtual p/w</b>	<b>173</b>

## CALCULATION

Annual value of new acquisitions  
+  
Annual value of increased retention  
=  
Annual return from Virtual

$$\mathbf{\$58,988 + \$14,622 = \$73,611}$$

# POTENTIAL ANNUAL RETURN

**\$73,611**

FIGURES IN USD \$



# WHY LES MILLS VIRTUAL

---

PIONEERS IN  
GROUP FITNESS

CINEMATIC  
QUALITY  
OF THE  
PROGRAMS  
DELIVERED

CONSISTENCY  
& FAMILIARITY  
FOR MEMBERS

LED BY  
WORLD CLASS  
INSTRUCTORS

SUPPORTS  
LIVE CLASS  
INTRODUCTION,  
CLASS ENGAGEMENT  
AND INCREASES  
LIVE CLASS  
ATTENDANCE

HONED & REFINED  
OVER 5 YEARS FOR  
VIRTUAL AND OVER  
50 YEARS FOR  
CREATING WORKOUTS  
THAT WORK AND  
MOTIVATE PEOPLE  
TO RETURN  
AND GET RESULTS



INTRODUCING NEXT  
GENERATION VIRTUAL

---

# WHAT'S CHANGED?

---

TECHNOLOGY  
HAS CHANGED  
& **UPGRADED,**  
PREVIOUS  
BARRIERS TO  
IMPLEMENTATION  
NO LONGER  
EXIST

BETTER  
SCREENS  
FOR **LOWER**  
**COST**

EASIER OFF  
THE SHELF  
PLAYER  
**SOLUTION**

**IMPROVED**  
CONTENT  
& PROGRAM  
OFFERING

# TECHNOLOGY HAS ADVANCED

---

## 1. LED VIDEO WALL

---

MOST PREMIUM  
& MODERN

BRIGHT AND BEST  
OPTION FOR ROOMS  
WITH NATURAL LIGHT

LONG LASTING,  
MINIMUM MAINTENANCE

## 2. LED TILED VIDEO WALL

---

GOOD OPTION WHERE  
PARTICIPANTS  
ARE CLOSE TO SCREEN

LONG LASTING,  
MINIMUM MAINTENANCE

## 3. PROJECTORS AND SCREENS

---

MOST AFFORDABLE

REQUIRE DARKENED  
STUDIO AND HIGHER  
RUNNING COSTS  
AND MAINTENANCE

# INTRODUCING THE LES MILLS™ VIRTUAL APP

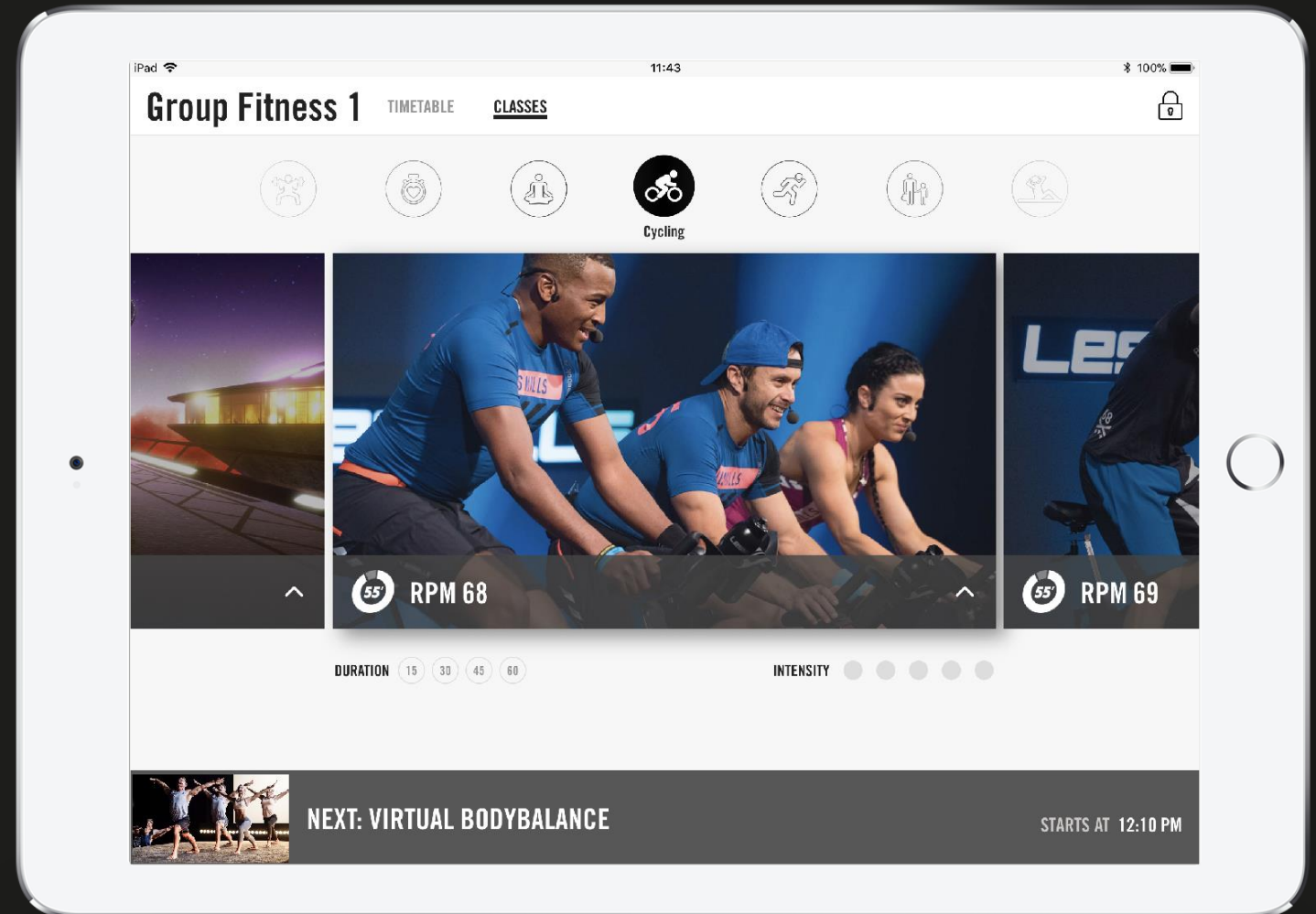
## EXISTING BARRIERS TO VIRTUAL ADOPTION

COMPLEX & TIME CONSUMING  
INSTALLATION

ONGOING TECHNOLOGY FEES

“BLACK-BOX” PLATFORM  
DEPENDENCE

CONTENT DELAYS = REDUCED  
MEMBER EXPERIENCE



# LES MILLS™ VIRTUAL APP FEATURES

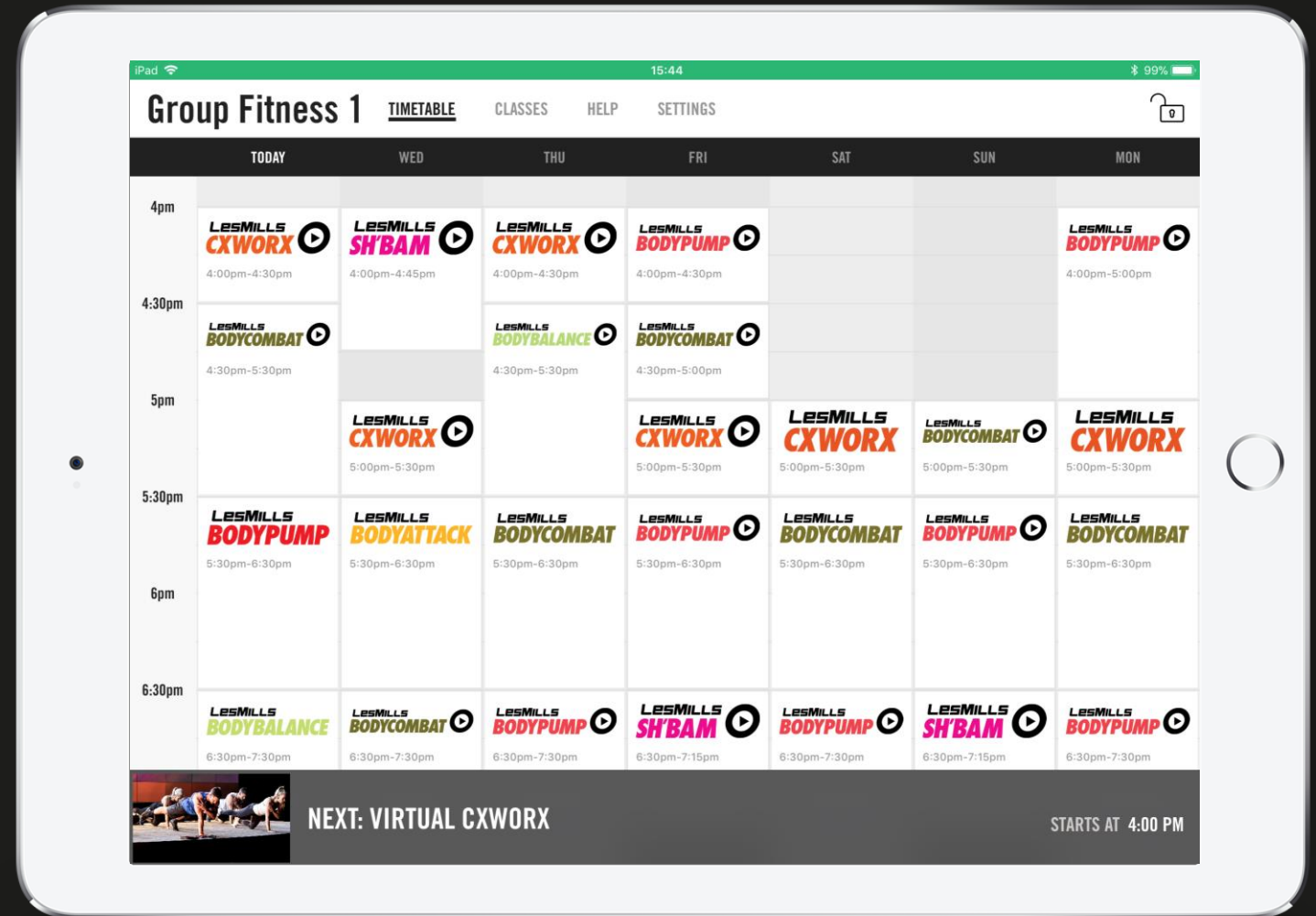
1. iOS APP AVAILABLE FROM THE APP STORE

2. NO MONTHLY COST FOR THE PLAYER

3. OFF THE SHELF HARDWARE

4. SCHEDULED & ON-DEMAND PLAYBACK

5. FULL FEATURED TIMETABLE SOLUTION



# CINEMATIC CONTENT

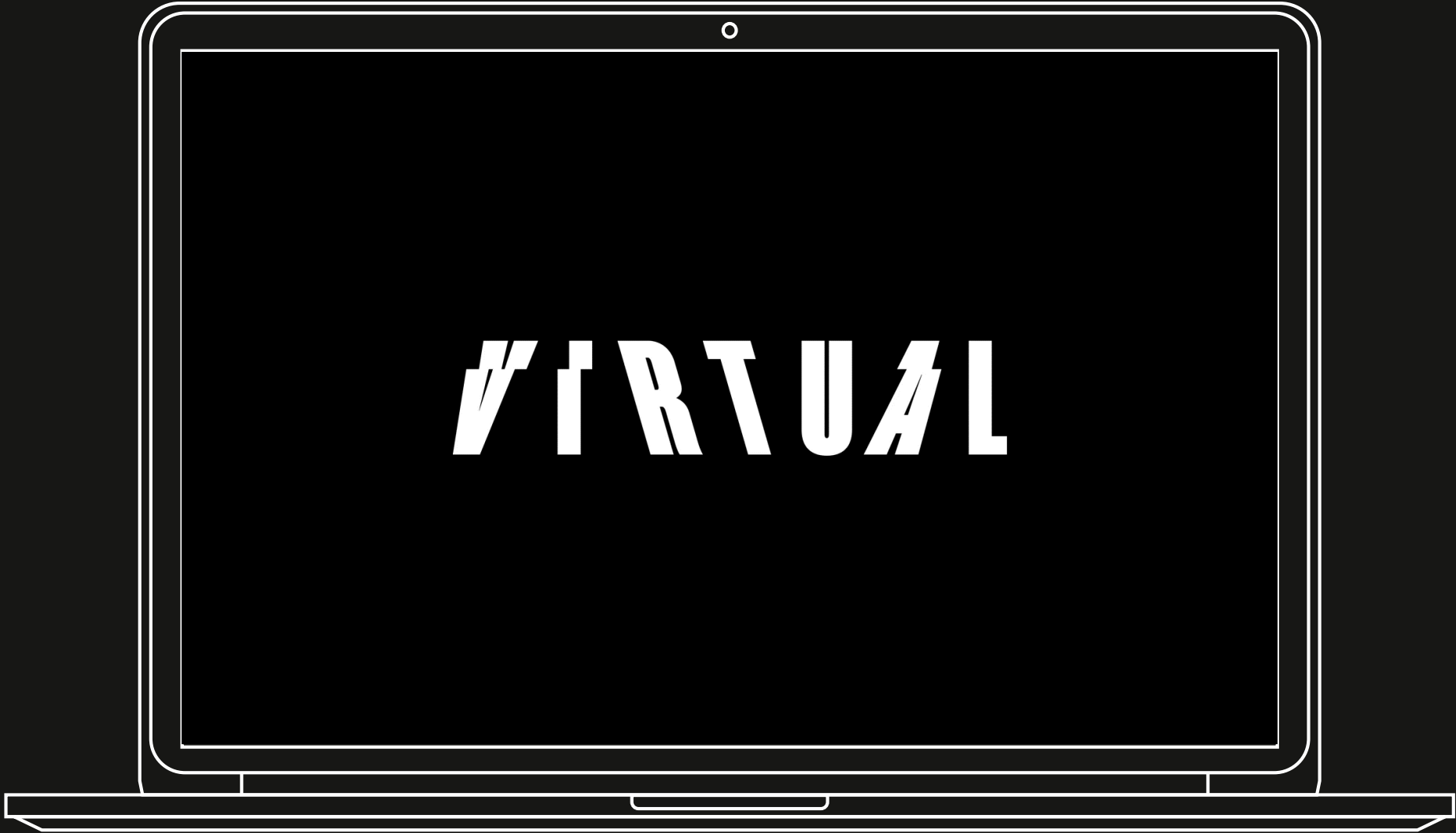
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INCREASED  
QUALITY OF  
FILMING TO  
CINEMATIC  
STANDARD

EXPANDED  
PROGRAM  
OFFERING  
TO INCLUDE  
ALL MAJOR  
CATEGORIES

INCLUDES  
CUTTING EDGE  
IMMERSIVE  
FITNESS™  
EXPERIENCE  
THE TRIP™

MOST POPULAR  
FITNESS  
PROGRAMS  
GLOBALLY,  
DELIVERED  
BY WORLD  
LEADING  
INSTRUCTORS



***VIRTUAL***



**VIRTUAL**



LES MILLS  
**barre**

---



LES MILLS  
**sprint**

---



LES MILLS  
**THE TRIP**

---

*LES MILLS*



VIRTUAL SUCCESS STORIES

---



WHAT GOOD  
LOOKS LIKE

---

MORE  
MEMBERS,  
MORE OFTEN

---

TURBOCHARGED  
TIMETABLES

---

OFF PEAK  
OPTIMIZATION

---

MEETING  
MEMBER  
DEMAND

---

A POWERFUL  
REASON TO  
SAY YES

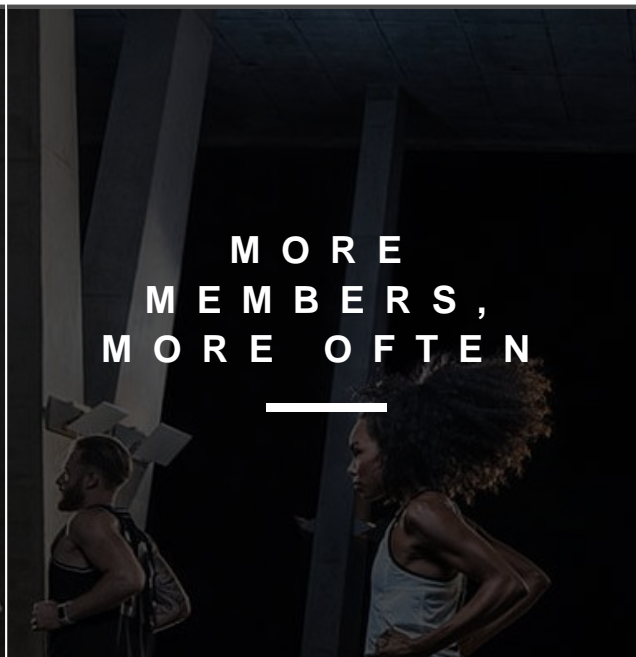
---

MEMBER  
ENGAGEMENT

---

NO  
COMPETITION  
FOR QUALITY

---





## LES MILLS NEWMARKET, AUCKLAND NZ

NOVEMBER 2017 ATTENDANCE (OPENED NOVEMBER 2015)

CLUB	PROGRAM	ATTENDANCE	AVERAGE ATTENDANCE	# CLASSES	ATT	AV	CLASSES	
LES MILLS NEWMARKET	BODYATTACK™	864	35	25	LES MILLS VIRTUAL BODYBALANCE™	533	13	40
LES MILLS NEWMARKET	BODYBALANCE™	910	34	27	LES MILLS VIRTUAL BODYCOMBAT™	516	13	41
LES MILLS NEWMARKET	BODYCOMBAT™	242	27	9	LES MILLS VIRTUAL BODYPUMP™	1646	22	74
LES MILLS NEWMARKET	BODYPUMP™	4447	52	86	LES MILLS VIRTUAL CXWORX™	764	13	57
LES MILLS NEWMARKET	BODYSTEP™ ATHLETIC	375	29	13	LES MILLS VIRTUAL GRIT CARDIO	117	8	14
LES MILLS NEWMARKET	BODYVIVE™	212	16	13	LES MILLS VIRTUAL GRIT PLYO	126	11	11
LES MILLS NEWMARKET	CXWORX™	3774	41	91	LES MILLS VIRTUAL GRIT STRENGTH	312	12	25
LES MILLS NEWMARKET	LES MILLS GRIT™ CARDIO	1932	32	60	LES MILLS VIRTUAL RPM™	1787	8	218
LES MILLS NEWMARKET	LES MILLS GRIT™ PLYO	132	26	5	LES MILLS VIRTUAL SH'BAM™	28	7	4
LES MILLS NEWMARKET	LES MILLS GRIT™ STRENGTH	2976	34	88		<b>5829</b>	<b>107</b>	<b>484</b>
LES MILLS NEWMARKET	RPM™	1040	30	35				
LES MILLS NEWMARKET	SH'BAM™	69	17	4				
LES MILLS NEWMARKET	SPRINT	2076	31	67				
LES MILLS NEWMARKET	SENIORS	45	11	4				
LES MILLS NEWMARKET	THE TRIP	962	33	29				
LES MILLS NEWMARKET	YOGA	627	24	26				
		<b>20683</b>	<b>472</b>	<b>582</b>				

TOTAL VISITS		38470
	ALL GROUP FIT	68.90%
% OF TOTAL ATTENDANCE	LIVE CLASSES	53%
	VIRTUAL	15%

**Les Mills Newmarket in Auckland, New Zealand has had significant success running a Virtual studio since 2015.**

The 18,000 sq ft club has 4900 members paying an average of NZD \$110p/m. Virtual classes have allowed the club to double the number of classes it can offer.



# LES MILLS NEWMARKET

MORE MEMBERS MORE OFTEN

27K

GROUP  
FITNESS  
VISITS PER  
MONTH

69%

DAILY VISITS  
ARE GROUP  
FITNESS

5,829

EXTRA  
ATTENDANCE  
PER MONTH  
FROM  
VIRTUAL

66%

MEMBER  
RETENTION

BY INTRODUCING VIRTUAL, LES MILLS NEWMARKET HAS BEEN ABLE TO NURTURE ITS THRIVING GX OFFERING AND SPREAD CAPACITY ACROSS THE DAY.



# DAVID LLOYD SOUTHAMPTON UK

## TURBOCHARGE YOUR TIMETABLE

DAVID LLOYD SOUTHAMPTON HAS BEEN ABLE TO MORE THAN DOUBLE ITS CLASS OFFERING TO MEMBERS, SIGNIFICANTLY INCREASING ATTENDANCE AS A RESULT.

400+

ADDITIONAL  
ATTENDANCES  
PER WEEK

340

CLASSES PER  
WEEK

15

PARTICIPANTS  
FOR SOME  
CLASSES

0

CLASS  
CANCELLATIONS



# PM SPORTS GERMANY

## OFF-PEAK OPTIMIZATION

+48

INCREASE  
IN CLASSES  
PER WEEK

1000

EXTRA VISITS  
PER MONTH

70%

OF TOTAL  
VISITS ARE  
NOW GROUP  
EXERCISE

40%

INCREASE  
IN MEMBER  
REFERRALS

PM SPORTS TRANSFORMED AN OFTEN EMPTY STUDIO INTO THE BEATING HEART OF ITS CLUB, BRINGING A FLOOD OF NEW MEMBERS THANKS TO A 40% INCREASE IN REFERRALS.





# FITNESS HUT PORTUGAL

MEET MEMBER DEMAND

95%

INCREASE IN  
CLASSES ON  
TIMETABLE  
PER WEEK

20

PARTICIPANTS –  
REGULAR  
ATTENDANCE  
FOR RPM  
VIRTUAL CLASSES

40%

TOTAL CLUB  
ATTENDANCES  
ARE GROUP EX.

WITH LIVE CLASSES REGULARLY AT CAPACITY, FITNESS HUT TURNED TO LES MILLS VIRTUAL TO ENSURE GX-HUNGRY MEMBERS ARE NEVER DISAPPOINTED



WHEN YOU TELL **POTENTIAL**  
MEMBERS THAT YOU HAVE A  
CLASS FOR THEM NO MATTER  
WHAT TIME OF DAY THEY  
COME IN, IT'S A **POWERFUL**  
REASON FOR THEM TO SAY  
YES TO A MEMBERSHIP.



---

CARRIE KEPPLER, LES MILLS  
NEWMARKET, NEW ZEALAND.



“

KEY TO **SUCCESSFUL** VIRTUAL  
IS DELIVERING IMMERSIVE  
**HIGH-QUALITY EXPERIENCES**  
SO WHEN THE MEMBER IS  
TAKING THIS GREAT CLASS  
THEY FEEL PART OF A  
PRODUCTION RATHER THAN  
ALONE ON A BIKE.

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STEVE SCHWARTZ, CEO  
MIDTOWN ATHLETIC CLUBS.



FOR VIRTUAL, QUALITY  
IS NUMBER ONE AND I  
THINK THAT'S WHY LES  
MILLS HAS SO FEW  
QUALITY COMPETITORS,  
BECAUSE **NO ONE COMES**  
**CLOSE** TO THE QUALITY.



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DAVID PATCHELL-EVANS, FOUNDER  
& CEO OF GOOD LIFE HEALTH CLUBS.



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EMBRACE THE FUTURE  
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