



**LES MILLS**

**YOUR SUCCESS IS OUR BUSINESS**

# LES MILLS CREATES LIFE-CHANGING FITNESS EXPERIENCES

## WE BELIEVE IN A FITTER PLANET

Les Mills is on a mission to create a fitter planet. This doesn't mean making people work out. It means helping people fall in love with fitness so that they want to work out.

## 50 YEARS STRONG

It began in 1968 when Les Mills set up a small family gym in Auckland, New Zealand. Three generations on, there are now millions who work out with Les Mills every day, all over the world. Discover how we've gone from strength to strength over the last five decades.

## OUR SHARED VALUES



### ONE TRIBE

Our customers, our instructors and our teammates are our tribe. We are totally dedicated to their success.



### BE BRAVE

We aim to be undisputed world champions in fitness, and we relentlessly pursue that goal.



### CHANGE THE WORLD

We are devoted to health and wellbeing. Creating a fitter planet is the reason we are here.

## **WE ARE PARTNERS FOR THE FUTURE**

We work together to create healthier businesses, helping more people fall in love with their facility.

It takes experience and expertise to build scalable group fitness success. Partnering with Les Mills makes everything simple.

# YOUR SUCCESS IS OUR BUSINESS



## **FULL SUPPORT PACKAGE**

Our unique approach takes the hard work out of running a group fitness program. We provide you with 360° support and a dedicated Customer Experience Team.

[SEE HOW IT WORKS →](#)

## **MOTIVATIONAL MARKETING**

Enjoy 24/7 access to an online hub of world-class marketing materials. Paired with guidance to leverage marketing to engage new audiences and inspire current participants.

[VIEW THE TOOLKIT →](#)

## **TOP INSTRUCTOR TALENT**

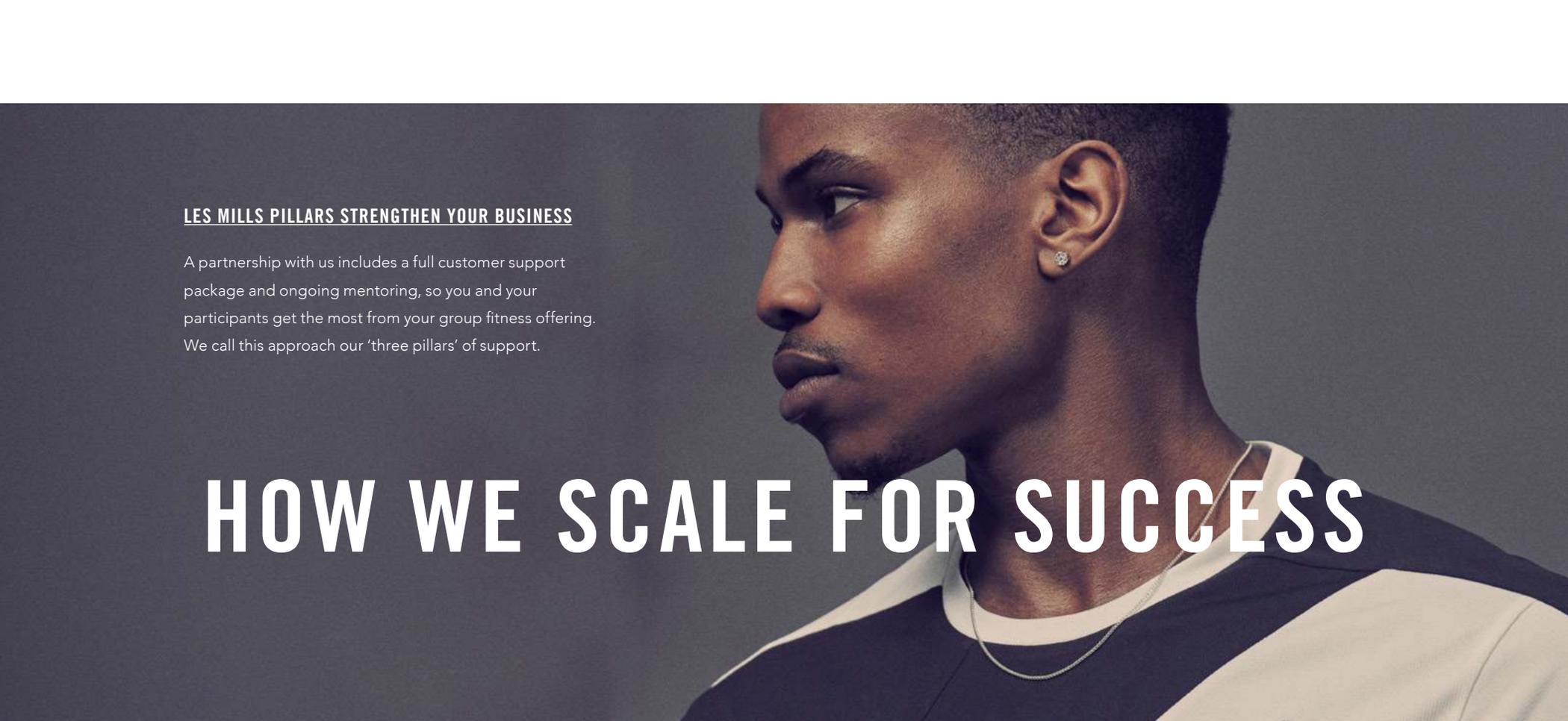
Les Mills Instructors are in the business of motivation. Our instructors stay at the top of their game and retain participants with unparalleled training and education.

[VIEW TRAINING & EDUCATION →](#)

## **POWERED BY SCIENCE**

In a world where we are bombarded by conflicting and confusing health and fitness advice, evidence-based exercise programs stand out and deliver real results.

[RESEARCH & INSIGHTS →](#)



**LES MILLS PILLARS STRENGTHEN YOUR BUSINESS**

A partnership with us includes a full customer support package and ongoing mentoring, so you and your participants get the most from your group fitness offering. We call this approach our 'three pillars' of support.

# HOW WE SCALE FOR SUCCESS

**01. WORLD-CLASS QUALITY**

Scientifically-designed  
group exercise programs

Instructor Training system

SMART TECH equipment

**02. MANAGEMENT SYSTEM**

Program launch & quarterly re-launch events

Marketing & promotional resources

Dedicated Customer Experience Specialist

Group fitness management training

Business performance training

Industry research

**03. PERFORMANCE TRACKING**

Goal setting and success measurement

Review of performance vs targets

Adjustment of strategic plan

Software solutions

# INTEGRATED WORKOUT SOLUTIONS

We offer live and virtual classes paired with on-demand streaming workout experiences. This adds flexibility to exercise scheduling and maximizes your group fitness studio usage.



## **DELIVER AMAZING LIVE LES MILLS WORKOUTS THAT WORK**

Group fitness is motivating. Motivation equals results. Results means engaged participants who love fitness. Our world-leading workouts are proven to deliver real results for your business.

## **EXPAND YOUR TIMETABLE WITH LES MILLS VIRTUAL CLASSES**

The average studio sits empty for 50 - 80% of the day. Partnering Les Mills virtual and live classes expands your timetable and optimizes studio space.

Over 70% of virtual users say they're drawn by the flexibility to do a workout whenever it suits them<sup>1</sup>. Open up group exercise to entirely new markets, like shift-workers and parents.

## **LES MILLS ON DEMAND DELIVERS WORKOUTS WHERE YOUR PARTICIPANTS NEED THEM**

85% of gym participants train at home<sup>2</sup>. 67% of those use digital platforms<sup>2</sup> to achieve this.

Integrating LES MILLS On Demand as an at-home workout option for your participants increases the value of their experience, and earns you more revenue.

[VIEW LES MILLS WORKOUTS →](#)

[LEARN MORE ABOUT VIRTUAL →](#)

[FIND OUT MORE →](#)

**DESIGN EXPERIENTIAL  
FITNESS ENVIRONMENTS  
AND CREATE PARTICIPANT  
ADVOCACY**

Studio design and group fitness equipment create memorable participant experiences. Customer experience is predicted to overtake price as the key differentiator for consumers by 2020<sup>3</sup>. Make participants happier, keep them for longer and grow your business faster.



# CREATE FITNESS EXPERIENCES

**LES MILLS SMART TECH  
EQUIPMENT RANGE**

Our line of scientifically-engineered SMART TECH® equipment is designed to maximize efficiency and results for exercisers, providing a better workout experience. The innovation in ergonomic design significantly outperforms traditional equipment in functionality. Ideal for both group fitness and personal training.

[TAKE PRODUCT TOUR →](#)



**LES MILLS STUDIO DESIGN  
BEST PRACTICE**

Access industry insights and best practice tips for impactful and aspirational studio design. From recommendations on lighting, acoustics and optimal spacing, to inspiring graphics for maximum impact. We have the knowledge and insights to transform your studio experience.

[READ INSIGHTS →](#)

## **LES MILLS LAB RESEARCH**

Investment in research is a key component of Les Mills' business. Every one of our group fitness programs are designed safe and effective for people at every fitness level.

University research partnerships test for the effectiveness of workouts on community health, obesity, heart disease, motivation and behavior.

Les Mills Lab research is independent, peer-reviewed and industry-recognized.

[LEARN ABOUT THE LAB →](#)

## **MAKE A SMART START TO FITNESS**

We developed the Smart Start member onboarding system based on the work of our scientists and fitness experts. The system is proven to help new exercisers gradually build up their strength and fitness levels. By structuring their first six weeks of group fitness classes, we can increase exercise frequency and improve adherence to an exercise routine. Help participants achieve the results they need and reduce participantship attrition.

[GET THE DETAILS →](#)



**INVEST  
IN THE  
FUTURE**

## **GROW YOUR FITNESS MANAGEMENT TALENT**

Les Mills' Group Fitness Management education is backed by over 50 years of industry insights.

We identified 8 key areas essential to successful group fitness facilities. Learn how to set class targets to meet your goals. Create a schedules to drive maximum attendance. Discover, recruit and motivate world-class instructors. Our unique system develops the skills needed to run successful group fitness programs.

[EDUCATION CRITERIA →](#)

## **INSTRUCTOR TRAINING & EDUCATION**

Your classes want to know they're getting the best. As trends, techniques and advances in fitness evolve, instructors should too.

We make it easy for LES MILLS instructors to stay up with the latest. From industry-leading instructor training to career-defining opportunities. Les Mills Instructors attend life-changing events, learn about the latest advances in fitness science, and continuously develop their craft.

[MORE ABOUT TRAINING →](#)



**CONTACT INFO:**

For any questions get in touch:

[EMAIL US](#)

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<sup>1</sup> 2016 Wexer Consumer Survey <sup>2</sup> 2019 Les Mills Global Consumer Fitness Survey

<sup>3</sup> Walker Customers 2020 The Future of B-to-B Customer Experience