



THE AFFILIATE PROGRAM

LES MILLS™ On Demand

AFFILIATE IMPLEMENTATION GUIDE

Offering an exclusive LES MILLS On Demand subscription to your members is easy. This user guide outlines the customer journey through the LMOD Affiliate Program and provides details on reporting and how to create your own links.

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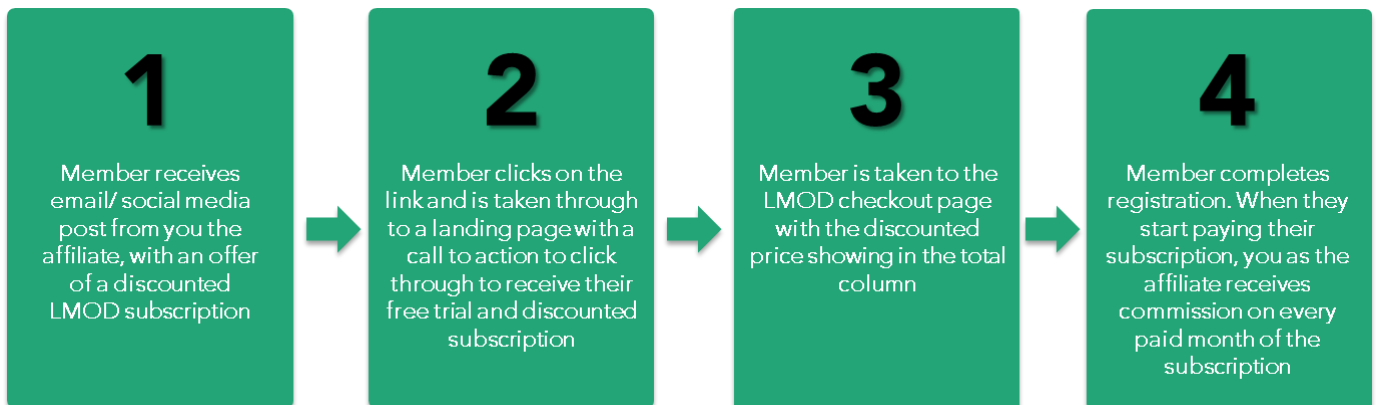
The Affiliate Program

It's great to have you on board as an affiliate partner for LES MILLS On Demand (LMOD). You can now start to offer your members a preferred rate on LMOD subscriptions – so they can experience world class LES MILLS workouts at home on those days they can't make it to your club.

You will have access to a range of marketing assets you can use to promote LMOD to your members, on your website, via email, and on your social media channels, as well as in club. With each of these you will be able to use sharable offer links that are unique to your club.

As an affiliate partner you also earn revenue when your members subscribe to LMOD. We'll reward you for each user that signs up for our free trial and then becomes a paying customer.

Member Journey



Getting Started

1. Check Out the Welcome Email

As an Affiliate Partner, the first thing you will have received from us is a welcome email with all the information you need to promote your affiliate exclusive offer. This includes:

- Next steps for you to take:
 - Read through the affiliate guide to learn how to create your own links, run reporting and enter your billing details to get your commission.
 - Send out email template to your members
 - Posts LMOD assets on your social media pages
 - Brand Central link- Brand Central is where you'll find marketing resources such as images, email templates and examples of social posts to help promote LMOD to your network. If you already have access to Brand Central you will be able to click the link, log in and gain access to the LMOD collection straight away. If not, we will set you up with access so keep an eye out for a separate confirmation email containing your login details.

HasOffers website: <http://lesmillsondemand.hasoffers.com>

2. Create your Offer Links

In HasOffers you will have access to your regions' offer links to use when promoting LMOD. These offer links place specific cookies on a user's browser to allow them to view their preferred rate.

To find your links, log into your HasOffers platform and navigate to the Offers ->Browse / Search tab on the left hand side menu.

The screenshot shows the HasOffers dashboard interface. On the left is a navigation menu with items: My Account, Dashboard, OFFERS (with a sub-item 'Browse/Search' highlighted), Live Offers, Scheduled Changes, REPORTS, TOOLS, and LMOD SUPPORT. The main content area is titled 'Dashboard' and features the Les Mills OnDemand logo in the top right. Below the logo is a 'Quick Stats: Last 7 Days' section with a table of metrics:

| IMPRESSIONS | CLICKS | CONVERSIONS | PAYOUT | PAYOUT (2017 YTD) |
|-------------|---------|-------------|---------|-------------------|
| 0 | 12 | 0 | \$0.00 | \$0.00 |
| NO DATA | | NO DATA | NO DATA | NO DATA |
| No Data | No Data | No Data | No Data | No Data |

Below the stats are sections for 'Recent Notifications' and 'Featured Offers'.

Click on your region's offer link as shown below. Please Ignore the preview landing page links and affiliate offer expired link.

Offers: Browse/Search

Filters ▼

| ID ▼ | PREVIEW | NAME ▾ |
|---|---|---|
| 291 | Preview Landing Page | US Global Offer |
| 91 | Preview Landing Page | Affiliate - International Offer Expired |

Ignore these links

Click on your region's link

Once you have opened the offer for your territory, you have the opportunity to make this link as unique as you would like. Below is how the standard offer link looks with your unique affiliate id in the URL. Example:

http://link.lesmillsondemand.com/aff_c?offer_id=282&aff_id=318

Your Tracking Link



http://link.lesmillsondemand.com/aff_c?offer_id=282&aff_id=318

Tracking Link Options

Generate TinyURL
 Impression Pixel
 Share link: [Twitter](#) [Email](#)

Customize Your Tracking Link
 Add Source
 Add Creative Add Sub IDs

Add Affiliate Source

+

A Source allows affiliates to group and filter statistics in reports. Standard alpha numeric characters can only be used and must be less than 255 characters.

Adding a unique source (e.g, facebook) to your offer link:

Adding a unique source identifier to your offer link allows you to identify which of your marketing efforts are most successful by tracking where your conversions are coming from e.g. Facebook, website, emails, newsletters etc. To add a channel source to your offer link click "Add Source" and enter in the channel you will be promoting LMOD on:

- Click the plus sign (+) next to the source and watch the tracking link at the top left of the screen refresh to include the channel tagging
- Repeat as necessary for each channel you wish to have a unique link for.

Tracking Link Options

Generate TinyURL Impression Pixel Share link:

Customize Your Tracking Link **Add Source** Add Creative Add Sub IDs

Add Affiliate Source

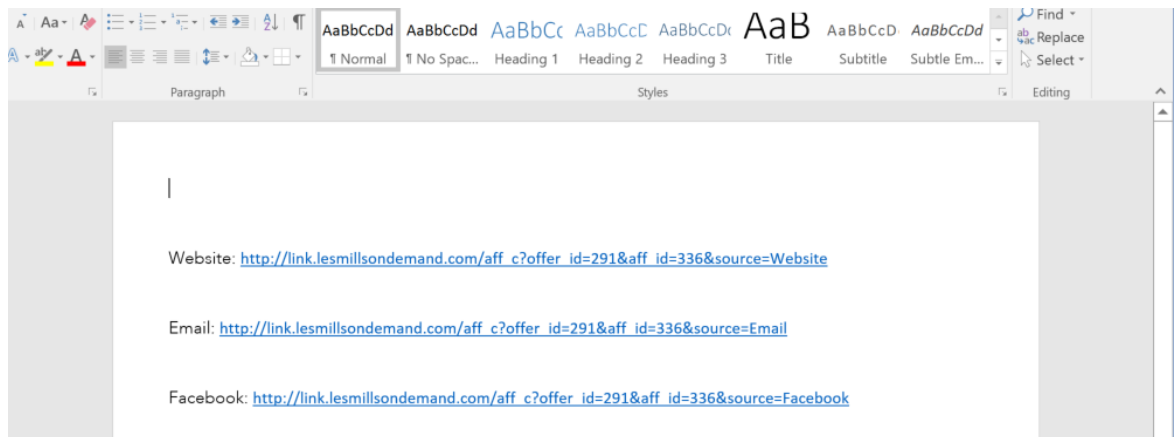
Facebook

A Source allows affiliates to group and filter statistics in reports. Standard alpha numeric characters can only be used and must be less than 255 characters.

Add Sub IDs

Sub ID 1 Sub ID 2 Sub ID 3 Sub ID 4 Sub ID 5

- We strongly advise to save all tracking links on a word doc/notepad/sticky note for quick reference, see below example:



How to create a Tiny URL:

Tracking links can be turned into Tiny URLs (a shortened version of the original link). An example of when you could use a Tiny URL is to put them on the promo cards that are available to hand to members and guests promoting LES MILLS On Demand. It will be easier for members to type a short URL into their browser, rather than the full URL with all the source identifiers. Note - this will still track the desired location and source for you in

HasOffers.

Your Tracking Link

The screenshot shows the 'Your Tracking Link' interface. At the top, a text box contains a long URL: `http://link.lesmillsdemand.com/aff_c?offer_id=186&aff_id=212`. To the right, under 'Tracking Link Options', there are checkboxes for 'Generate TinyURL' and 'Impression Pixel', and 'Share link' buttons for Twitter and Email. Below this, a section titled 'Customize Your Tracking Link' features three buttons: 'Add Source' (highlighted with a red box), 'Add Creative', and 'Add Sub IDs'. At the bottom, the 'Add Affiliate Source' section has a text input field with a plus sign button next to it. A note explains that a source allows affiliates to group and filter statistics in reports and must be less than 255 characters.

- Type Promo Card in the affiliate source box to be able to track where your clicks are coming from. Click the plus sign and the tracking link will be updated. As you can see the tracking link is too long for a member to type into a browser at a later time so the next step is to generate the Tiny URL.

Your Tracking Link

This screenshot shows the tracking link interface after the source has been added. The URL in the top text box is now: `http://link.lesmillsdemand.com/aff_c?offer_id=291&aff_id=357&source=Promo Card`. The 'Add Source' button in the 'Customize Your Tracking Link' section is highlighted with a red box. The 'Add Affiliate Source' section at the bottom shows 'Promo Card' entered in the text box, with the plus sign button also highlighted with a red box. The 'Generate TinyURL' checkbox is still unchecked.

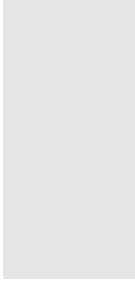
- To generate the Tiny URL, click generate Tiny URL under the tracking link options. The tracking link will be automatically updated.

Your Tracking Link

The final screenshot shows the tracking link interface with the 'Generate TinyURL' checkbox checked. The URL in the top text box is now significantly shorter: `http://link.lesmillsdemand.com/SH2N`. The 'Add Source' button is still highlighted with a red box. The 'Add Affiliate Source' section remains the same with 'Promo Card' entered.

- Save tracking link to word doc/notepad/sticky note, as shown in the above example.
- Note: All tracking links can be turned into tiny URLs but be sure to name them correctly on your word doc. Tiny URLs lose their source/SubID name at the end and you will not be able to tell where they belong, therefore if used on the incorrect

channel, you would not get accurate data when pulling a report



Promo Card: <http://link.lesmillsondemand.com/SH2R>

Access your email templates:

On the same page of the affiliate link, you can also download your customized email templates. The templates have already been updated with your affiliate link and are ready to be emailed to your members via your email marketing platform

Your Tracking Link

http://link.lesmillsondemand.com/off_27?offer_id=... Tracking Link Options Generate TinyURL Impression Pixel Share

Customize Your Tracking Link Add Source Add Creative Add Sub IDs Add Click ID Add Unique

Add Affiliate Source Add You can view data aggregated by non-unique traffic source values in the performance report. This parameter accepts up to 255 standard alphanumeric characters.

Offer Details

| Offer ID | Expires | Offer Protocol | Locations |
|----------|--|-----------------------------------|-----------------------------|
| 253 | December 25, 2021 1:59 AM CST 100 Days remaining | Server Postback w/ Transaction ID | Included: United Kingdom |

| Goal | Payout |
|-------------------|------------|
| First Payment | 20.00% CPS |
| Recurring Payment | 20.00% CPS |

Notes
Affiliates in the UK, Please use this offer.
[Preview Landing Page](#)

Advanced Targeting

Your Pixels / Postbacks

Creatives Add Creative Download All Page 1 of 1

| Type | Name/Preview | Placement Options |
|------------|--------------|---|
| HTML Email | Email 3_UK | Get Code Download |
| HTML Email | Email 2_UK | Get Code Download |
| HTML Email | Email 1_UK | Get Code Download |

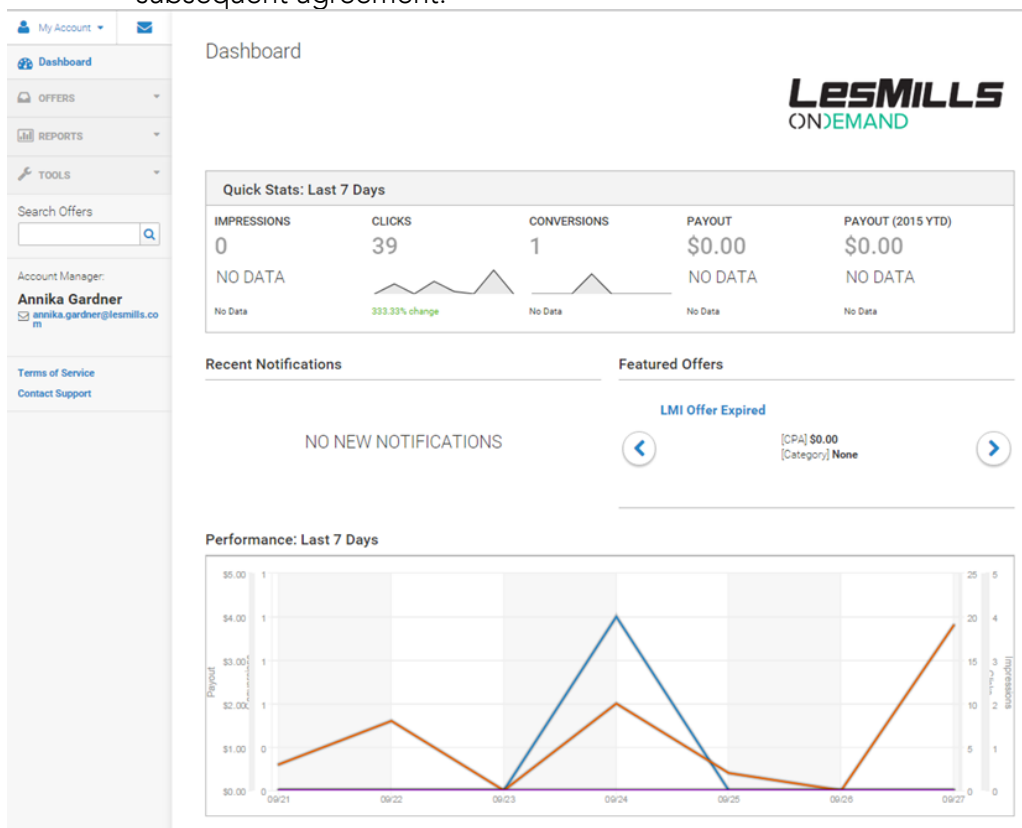
Check Your Results

To check how your conversions are tracking log into your HasOffers account. Remember your log in details can be found in your welcome email.

When you first log in to HasOffers, you can see a snapshot of your results.

- Clicks

- A click is counted each time anyone clicks on one of your links and views the affiliate landing page for the offer.
- Conversions
 - A conversion occurs every time a member pays their monthly subscription fee. Twelve conversions may be 12 individual members or it may be one person who has cycled through their recurring subscription payments for 12 months.
- Payout
 - USA Affiliates: This is your commission earned over the last 7 days from paying subscribers you have converted to LMOD. Commission rates should reflect your Affiliate Agreement with Les Mills Media Ltd or any subsequent agreement.
 - Affiliates outside of the USA: This amount is in USD and therefore doesn't accurately reflect your commission payout. To view and track your accumulated commission payout for a specific period please run a performance report as described in the reporting section below. Commission rates should reflect your Affiliate Agreement with Les Mills Media Ltd or any subsequent agreement.

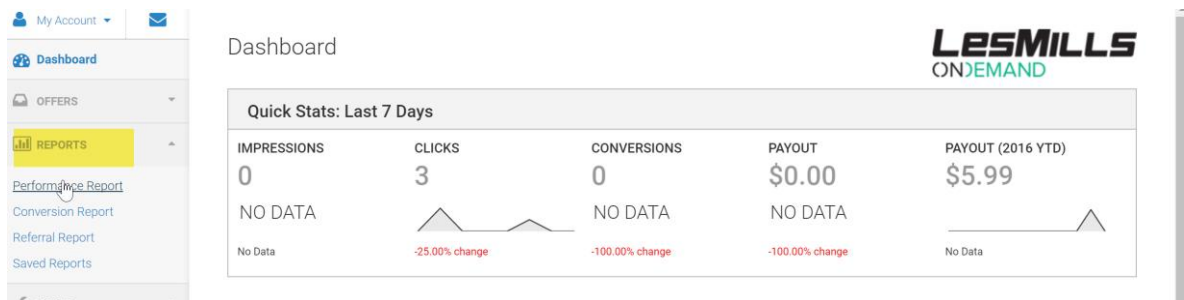


Reporting

To view your results in more detail, navigate to "Reports" on the left hand side of the screen. You will see the following options:

- Performance Report

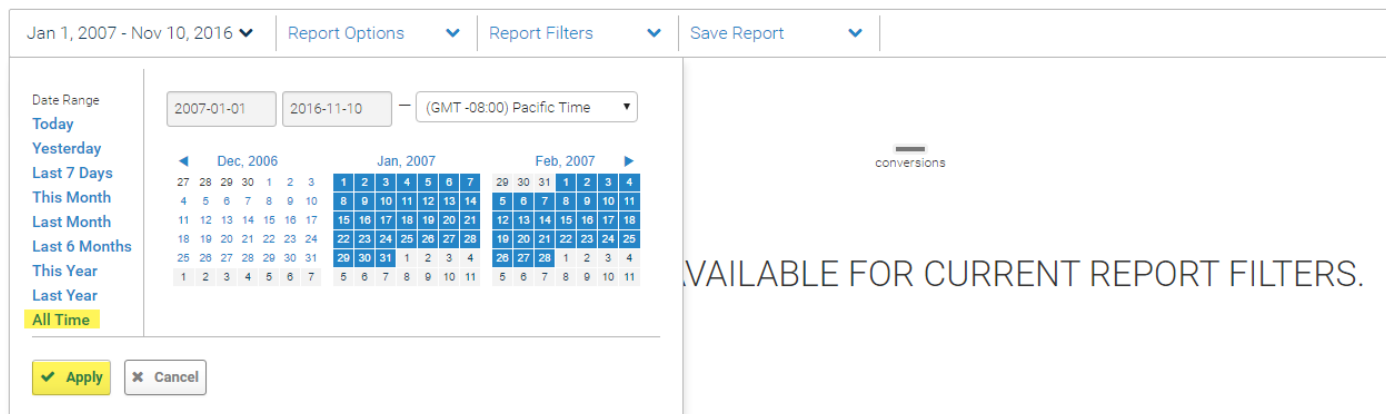
- Use this to track which channels and locations are performing best and to see the results of a specific marketing campaign i.e. a Facebook post. The report can also be used to show your commission.
- Conversion Report- This report is not applicable to the LMOD affiliate program
- Referral Report – This report is not applicable to the LMOD affiliate program
- Saved Reports – This is where you will be able to view any reports you have previously created and saved if you wish to refer back to them.



The **Performance Report** can be used to determine which marketing channels are performing best (i.e. Facebook, Twitter, Email etc.) The report can also be used to show your commission.

On the report, you are able to select a date range, click on filters to help you see your performance in detail, and save the report to view at a later date.

Performance Report



Use the filters below to see the results from the different links you've been using on your chosen channels. To update the report with the filters below, go to report options->click on the filters below, unclick filters that are not on the list below->click apply.

- Source (marketing channel)
- Clicks
- Conversions
- Payout
- Currency

Jan 1, 2007 - Nov 10, 2016 | Report Options | Report Filters | Save Report

Graph: Top 3 Offers | Graph Data: Conversions

Day Week Month Year

conversions

GRAPH NOT AVAILABLE FOR CURRENT REPORT FILTERS.

Report Summary

Page: 1 of 1

| SOURCE | SUB ID | CLICKS | CONVERSIONS | PAYOUT | CURRENCY | CURRENCY PAYOUT |
|---------|----------|--------|-------------|--------|----------|-----------------|
| Email | Alabama | 2 | 2 | \$4.00 | USD | \$4.00 |
| Website | Virginia | 1 | 1 | \$2.00 | USD | \$2.00 |

If you want to avoid having to repeat the steps above every time you want to pull a report, you may save the report. The saved report can be found under saved reports, located on the left side. Below is a screenshot showing you how to save a report:

Performance Report

LES MILLS ON DEMAND

Jan 1, 2007 - Nov 10, 2016 | Report Options | Report Filters | Save Report

Save Report
Enter a unique name for your report

Performance Report | **Enter report name**

Report Timeframe Jan. 1, 2007 - Nov. 10, 2016 (Preset: All time)

Save | Cancel

Click here first

AVAILABLE FOR CURRENT REPORT FILTERS.

Click save

Day Week Month Year

Important things to note:

- For non-US based Affiliates, please ignore the 'Payout' column on the report and refer to the 'Currency Payout' column which details the commission amounts in your relevant currency (as specified in the currency column).

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| SOURCE | SUB ID | CLICKS | CONVERSIONS | PAYOUT | CURRENCY | CURRENCY PAYOUT |
|---------|--------|--------|-------------|-------------------|----------|-----------------|
| Website | | 248 | 2 | \$3.45 | GBP | £2.65 |
| Email | | 40 | 2 | \$3.45 | GBP | £2.65 |

Billing and Invoices

Monthly commissions are paid by bank transfer. The payment timing and minimum payment threshold is detailed in your Affiliate Agreement. To provide us with your bank account details please go to My Account (located in the upper left corner of the screen)->Billing within HasOffers and click on the pencil sign next to billing details to complete the billing details section.

The screenshot displays the 'Billing' section of the LES MILLS ONDEMAND user interface. On the left is a navigation sidebar with options like 'My Account', 'Account Details', 'Billing', 'Settings', 'Contact Support', 'Logout', 'Dashboard', 'OFFERS', 'REPORTS', 'TOOLS', 'LMDD AFFILIATE SUPPORT', and 'Search Offers'. The main content area is titled 'Billing' and includes the LES MILLS ONDEMAND logo in the top right corner.

Overview

| ACCOUNT BALANCE | PAYOUT - YEAR | PAYOUT TO DATE |
|-----------------|---------------|----------------|
| \$0.00 | ... | ... |

Billing Details (with edit icon)

| | |
|--|-------------------------------------|
| Payment Method Direct Deposit | Invoice Frequency Monthly |
| Account Holder no value entered | Other Details |
| Bank Name no value entered | |
| Routing / ABA / Swift Number no value entered | |
| Account Number no value entered | |

Invoices

Page: 1 of 1 < > 10

| STATEMENT | DATE/TIME | MESSAGE | AMOUNT |
|-----------|-----------|---------|--------|
|-----------|-----------|---------|--------|

At the beginning of every month your commission statement will display under the Invoices section. It's important to note that if your commission for the month is under the minimum payment threshold, your commission will be held over until the next month, or until such time it reaches the minimum payment amount.