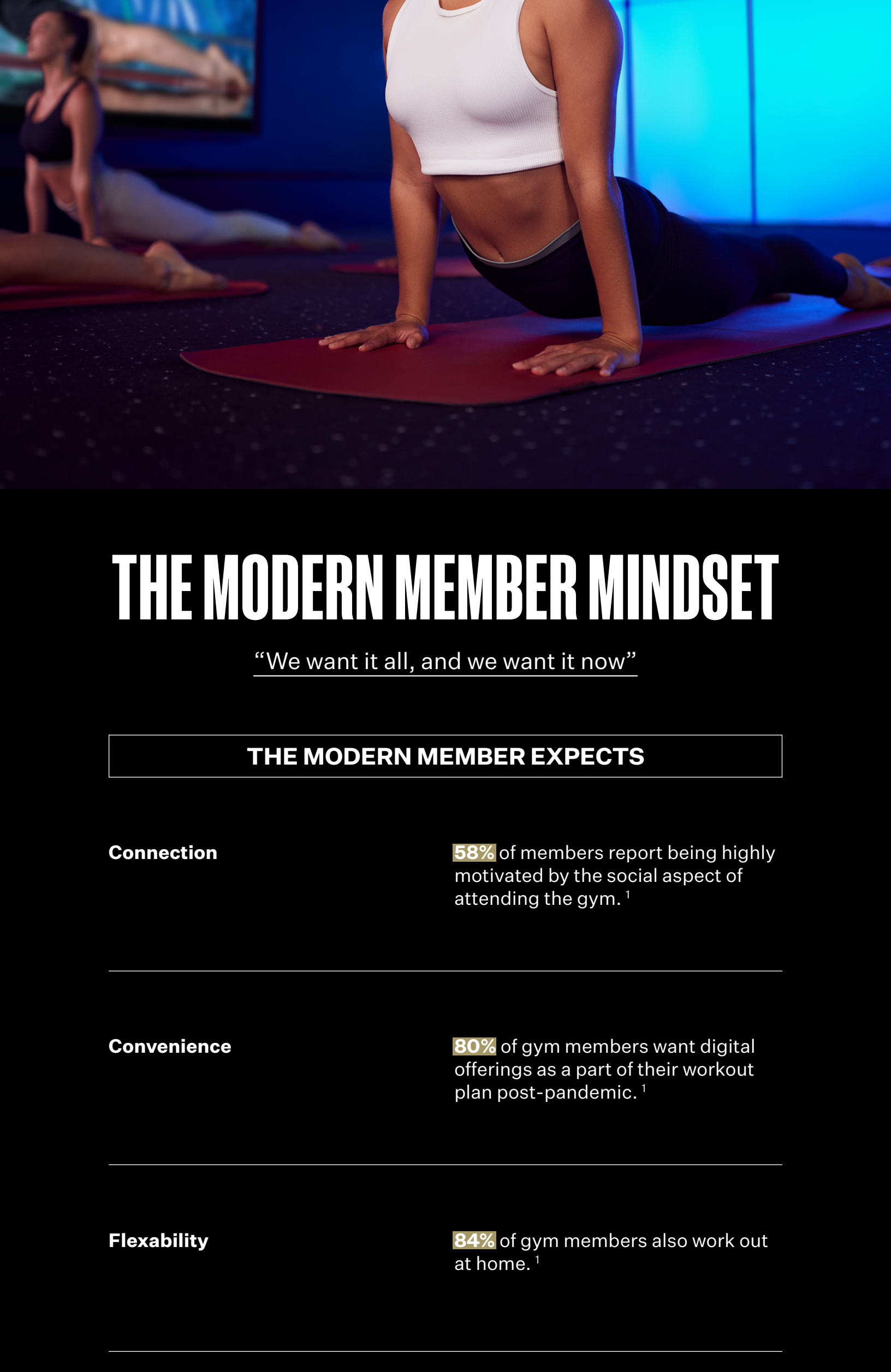


ARE YOU GETTING YOUR ROI FROM DIGITAL?



THE MODERN MEMBER MINDSET

"We want it all, and we want it now"

THE MODERN MEMBER EXPECTS

Connection **58%** of members report being highly motivated by the social aspect of attending the gym.¹

Convenience **80%** of gym members want digital offerings as a part of their workout plan post-pandemic.¹

Flexibility **84%** of gym members also work out at home.¹

Personalization **83%** of consumers now expect personalization as a standard of service.²

THE MODERN MEMBER BARRIERS ARE

No Support Without social support, the only thing keeping members coming back is willpower – and often that just isn't enough.

No Confidence Fear of failure and feelings of self-consciousness can be major barriers for members becoming regulars.

No Fun Unless your new member is a gym veteran, chances are they won't know what they enjoy yet, or where to start.

No Routine Without a clear, achievable plan for their first six weeks, many routines fail to last more than three to six months.

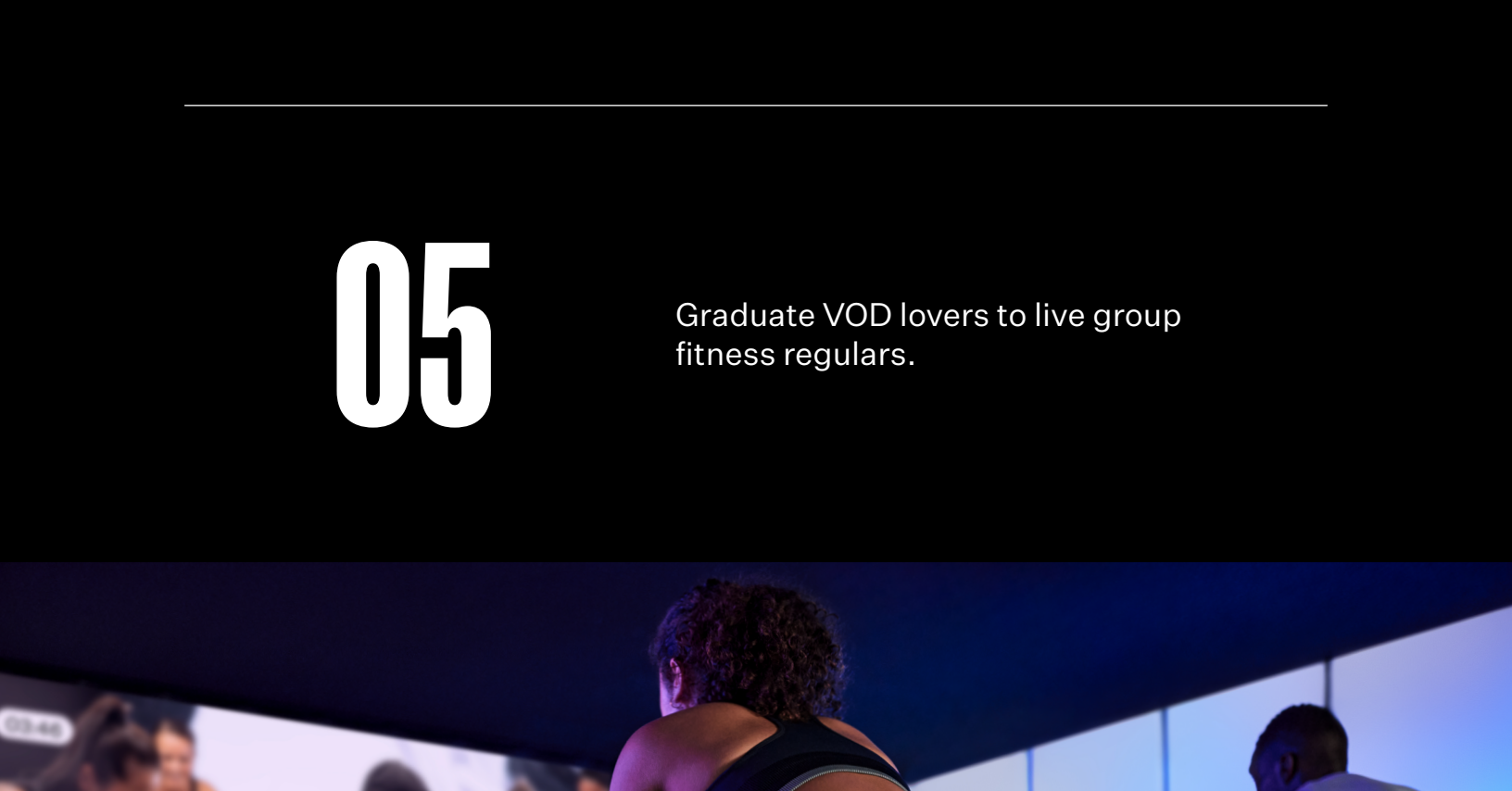
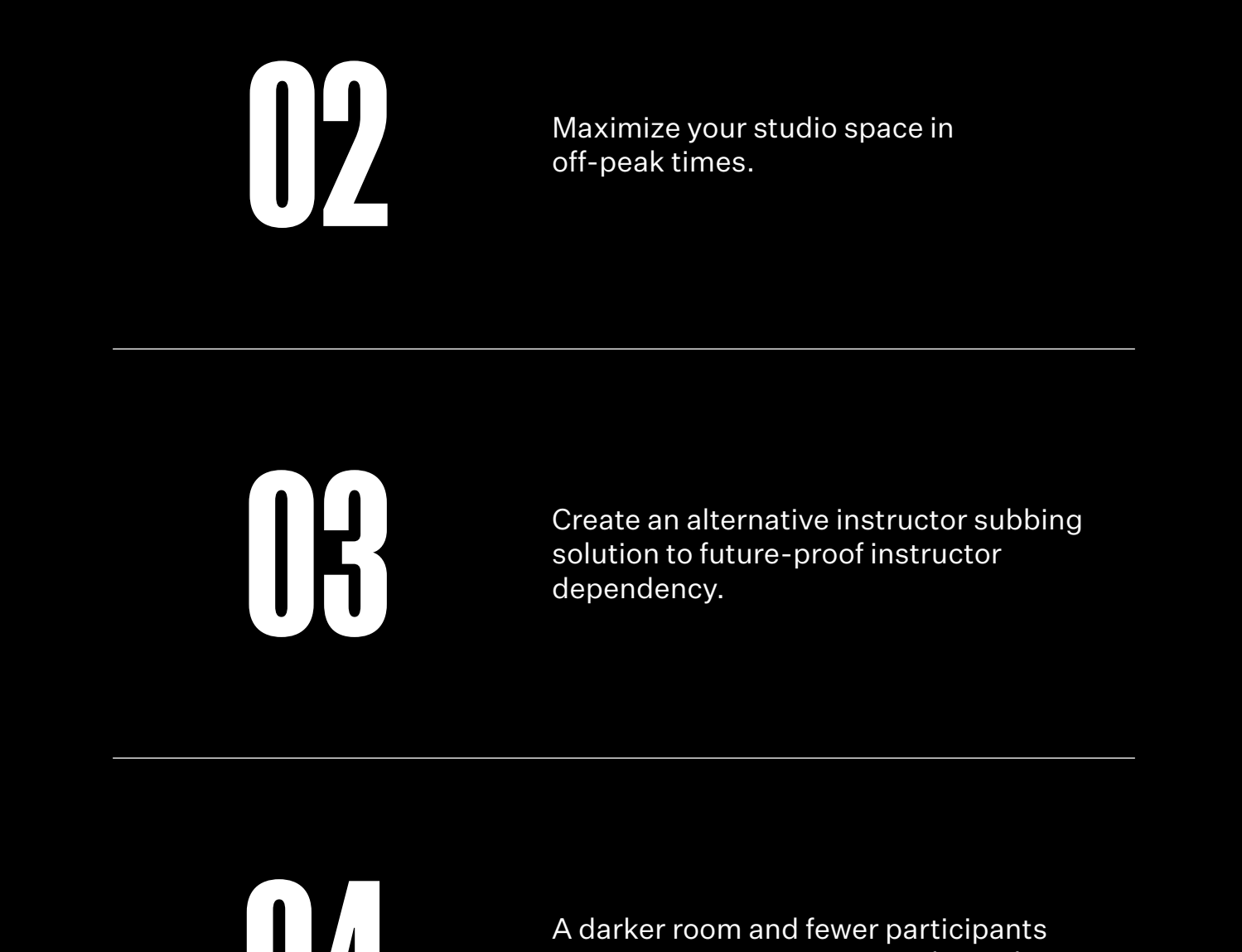
No Motivation A lack of motivation means little opportunity to make automatic exercise habits that stick.



UNLOCK OMNIFITNESS

Break down barriers and meet the modern members' evolving expectations

Mixing live and digital fitness solutions to reach members anywhere, anytime.



DIAL UP THE FLEX APPEAL, VIRTUALLY ANYTIME

68.5% of consumers tell us flexibility is a key reason they choose a virtual class.⁴

5 ways you win with Video on Demand:

01

Drive retention and acquisition by giving members flexibility to work out any time.

02

Maximize your studio space in off-peak times.

03

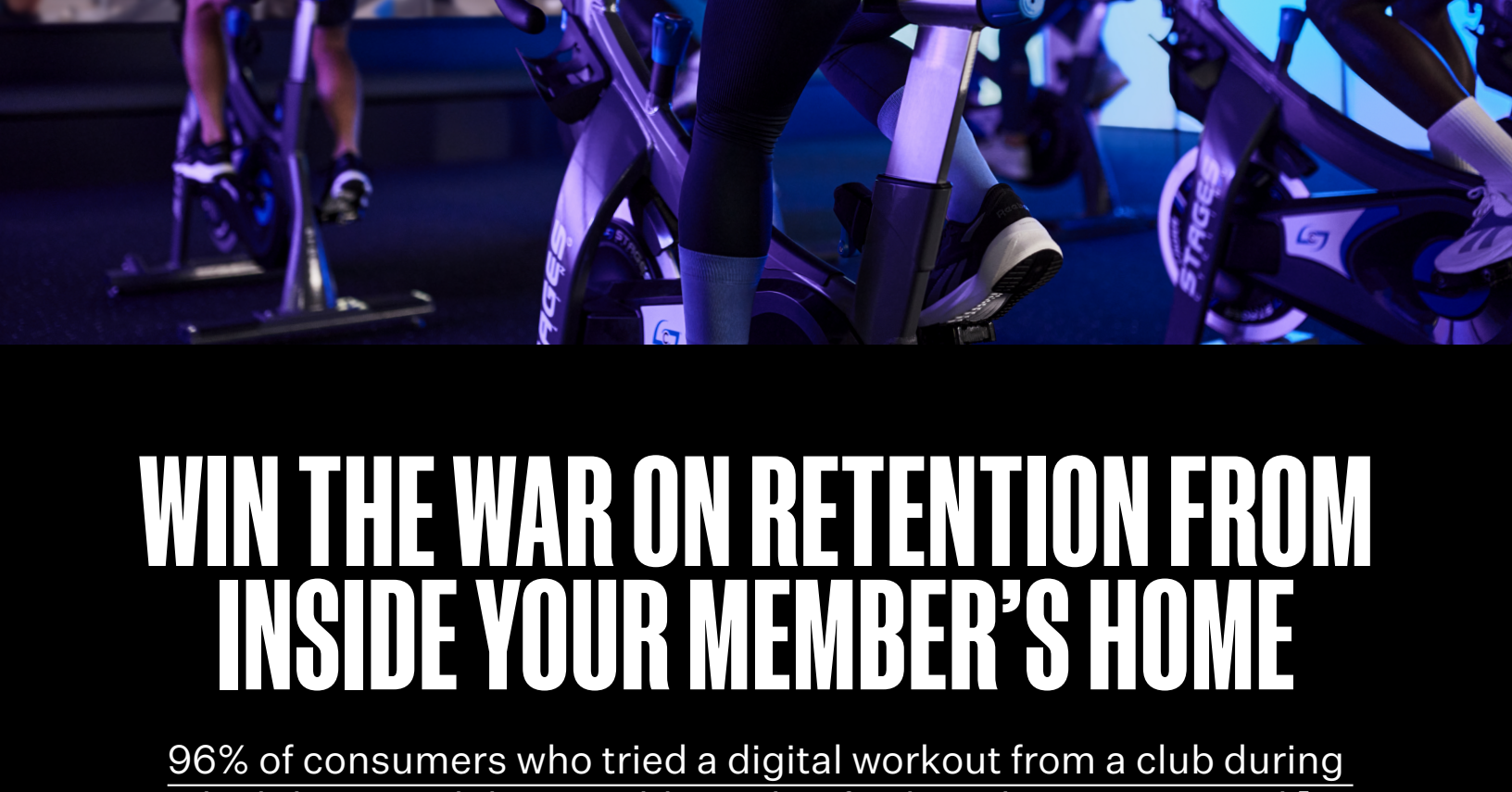
Create an alternative instructor subbing solution to future-proof instructor dependency.

04

A darker room and fewer participants means newcomers are eased into the motivational power of group fitness.

05

Graduate VOD lovers to live group fitness regulars.



WIN THE WAR ON RETENTION FROM INSIDE YOUR MEMBER'S HOME

96% of consumers who tried a digital workout from a club during lockdown said they would use that facility when it reopened.⁵

Unleash at-home fitness to break beginner barriers.



YOUR TICKET TO MASS MEMBERSHIP

Reach the 80% who don't engage with gyms.⁶

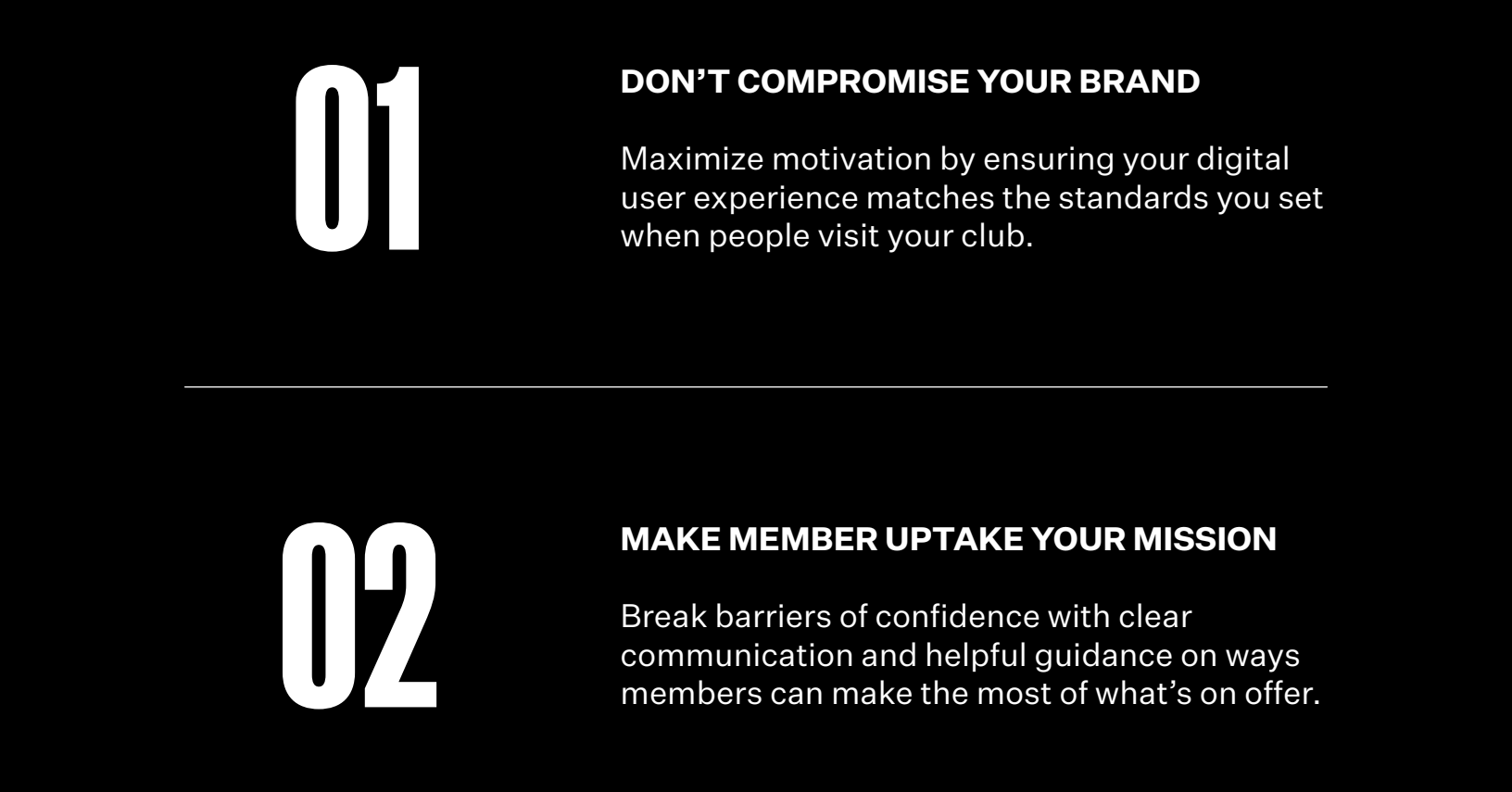
Anyone with a smartphone is a potential prospect for your club's digital memberships.

63%

of non-gym going LES MILLS+ members are interested in trying live Les Mills classes in a club.¹

66%

Club membership growth for early adopters of digital fitness (2009-2019).³



FASTEST WAY TO OMNIFITNESS

Reach the 80% who don't engage with gyms.⁷

Five barrier-breaking steps to success:

01

DON'T COMPROMISE YOUR BRAND

Maximize motivation by ensuring your digital user experience matches the standards you set when people visit your club.

02

MAKE MEMBER UPTAKE YOUR MISSION

Break barriers of confidence with clear communication and helpful guidance on ways members can make the most of what's on offer.

03

JOIN THE DOTS

Supercharge a member's routine by offering digital versions of the workouts that members love doing in your club.

04

DON'T FORGET YOUR MOST VALUABLE ASSET

It's the people delivering your workouts that enhance the 'fun factor' and make members fall in love with your facility.

05

BE SURE TO ASK THE EXPERTS

Much like a new member journey, a lack of support can derail a club's road to omnifitness. The Les Mills team of industry experts are on hand to help devise the right digital strategy to ensure your club's success.

MOTIVATED INSTRUCTORS. MOTIVATED MEMBERS. BETTER RESULTS.

