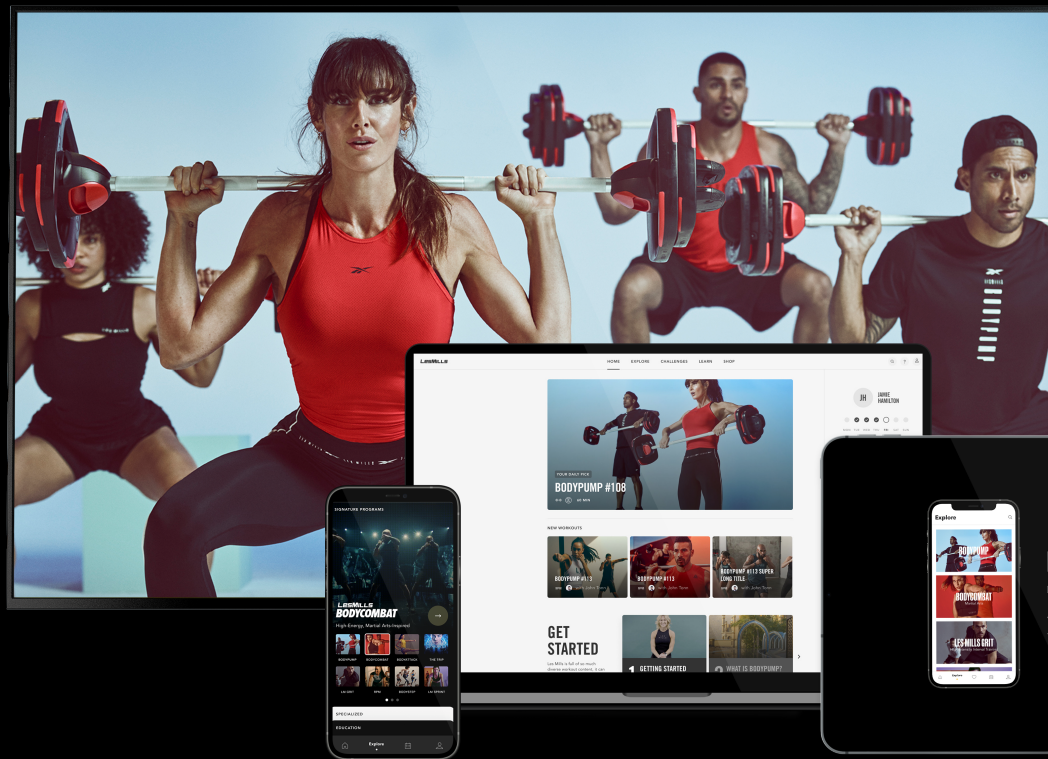


LES MILLS DIGITAL PRODUCTS



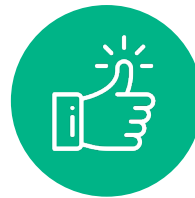
YOUR CURRENT SITUATION

LES MILLS+

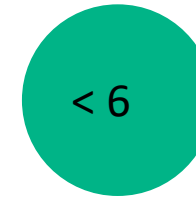
YOUR AT-HOME FITNESS SOLUTION



APP/ WEBSITE



IMPROVE RETENTION



LESS THAN 6 MONTHS



INTERNAL EXPERT



NEW MEMBER AQUISION



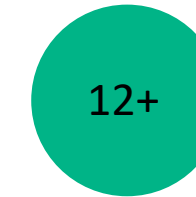
6-12 MONTHS



PRICING STRATEGY



EARN REVENUE



12+ MONTHS

DIGITAL PRODUCTS - RECOMMENDATION

YOUR AT-HOME FITNESS SOLUTION

CLUB



From Club / Instructor



In Club



LIVESTREAMING

- Livestream licensed programs to members
- Les Mills Instructors = engagement with club members (their followers)
- Cover music
- Timetable

CENTRALISED LIVESTREAMING

- Livestream licensed programs to members
- Control quality from your studio
- Event-based streaming eg Les Mills United
- Les Mills Instructors = engagement
- Timetable

8% of Peloton users globally use Livestreaming
Livestreaming does not provide flexibility at home

DIGITAL PRODUCTS - RECOMMENDATION

LES MILLS+

YOUR AT-HOME FITNESS SOLUTION

CLUB



From Club / Instructor

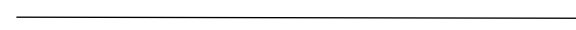


In Club



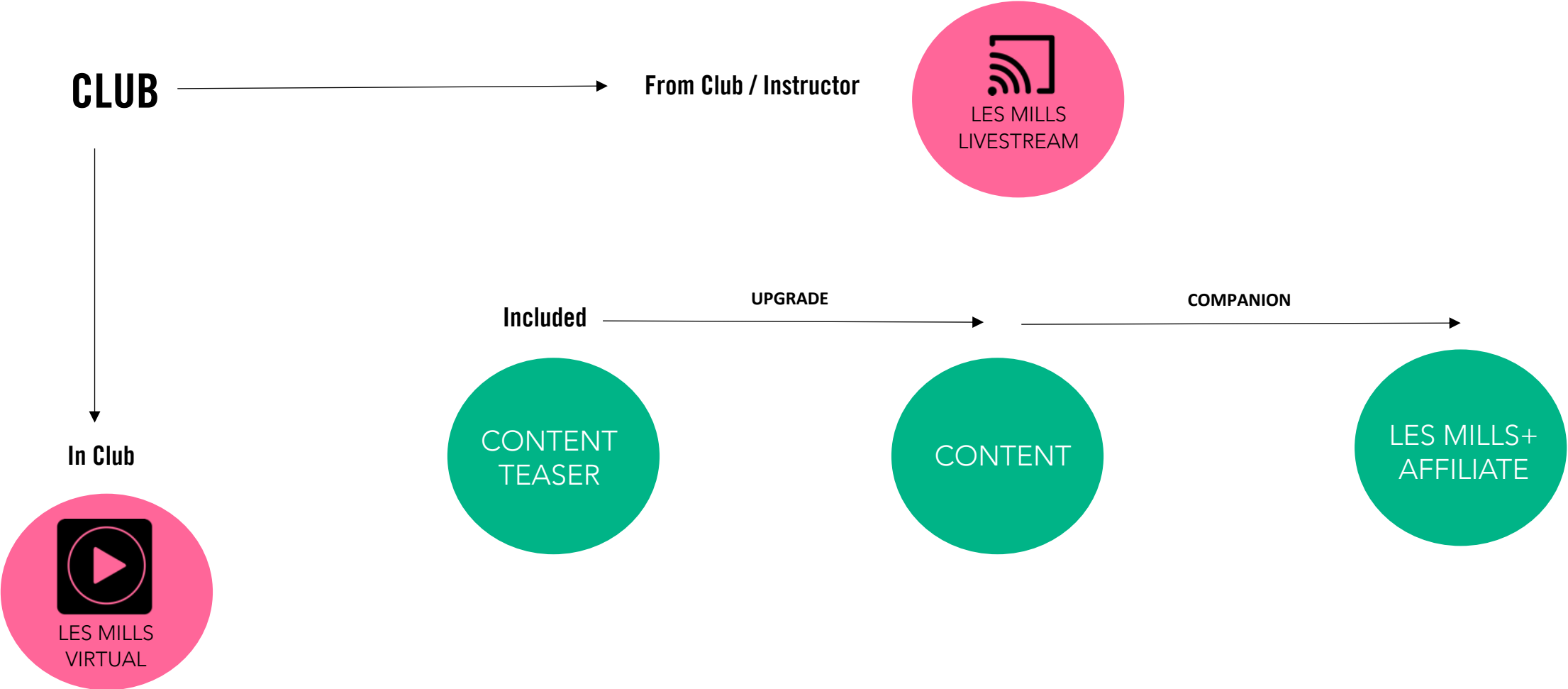
Included

UPGRADE



DIGITAL PRODUCTS - RECOMMENDATION

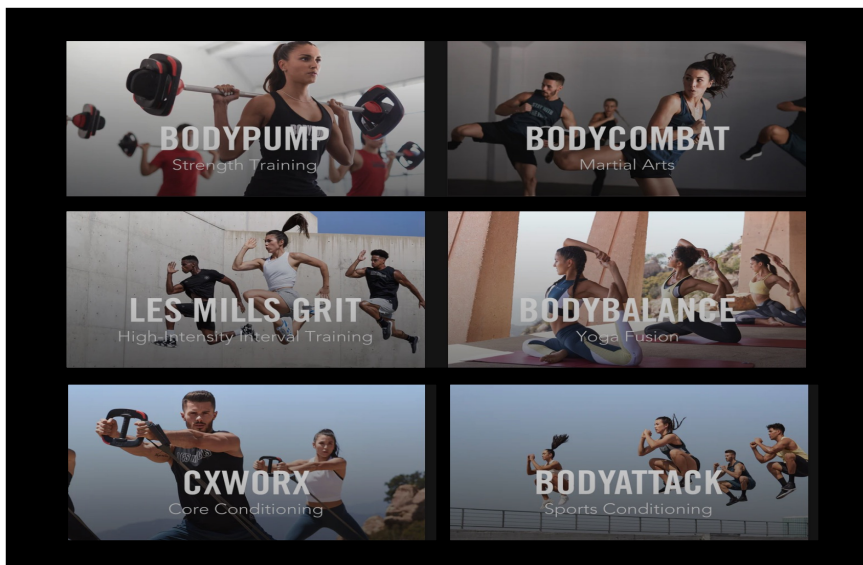
YOUR AT-HOME FITNESS SOLUTION





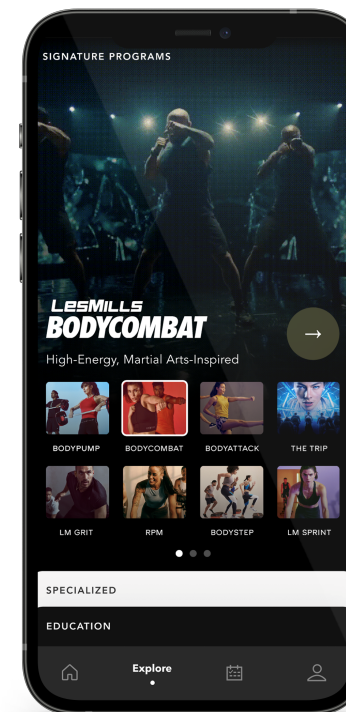
**LES MILLS
OPTIONS**

LES MILLS CONTENT



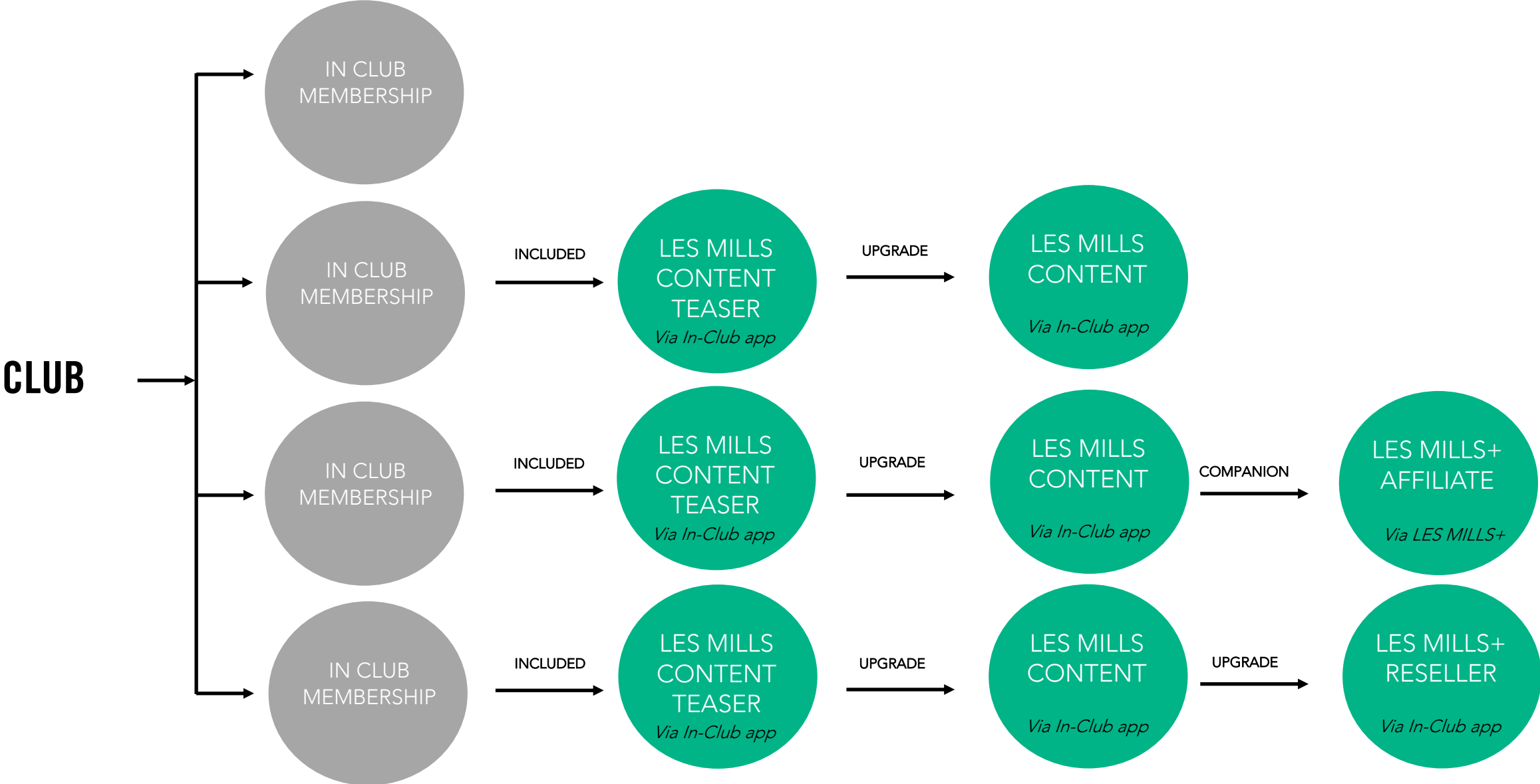
- Licensed content delivered through In-Club app
- Up to 100 classes:
6 programs (BODYPUMP, BODYCOMBAT, BODYBALANCE, LES MILLS GRIT, CXCORE and BODYATTACK), 4 releases, multiple formats/durations
- Package includes Technique and Mindfulness content
- Quarterly content updates
- Content hosted within your In-Club app eco-system
- Non-licensed music (royalty free)

LES MILLS+



- LES MILLS+ delivered by LES MILLS app/eco-system
- 1000+ workouts, workout plans
- Monthly content releases
- LES MILLS+ stand-alone app/web solution
- LES MILLS Cover and Original music (fully licensed)

CLUB + DIGITAL PRODUCTS MEMBERSHIP – MEMBER JOURNEY



A woman with a fit physique, wearing a teal and black sports bra and black leggings, stands with her arms crossed in a gym setting. She is looking directly at the camera with a neutral expression. The background shows a concrete wall with some red and orange markings and a wooden beam.

LOCAL STRATEGY DISCUSSION

LES MILLS DIGITAL PRODUCTS COMPARISON

	Les Mills Content	LES MILLS+ Affiliate
PRODUCT	Licensed content delivered through In-Club app	LES MILLS+ delivered by Les Mills app/eco-system
CONTENT	Up to 100 classes, 6 programs (BP, BC, BB, GRIT, CX, BA), 4 releases, multiple formats Teaser content available	1000+ workouts, workout plans
CONTENT UPDATE	Quarterly	Monthly
PLATFORM	Your In-Club app eco-system	LES MILLS+ stand-alone app/web solution
MUSIC	Non-licensed music (royalty free)	Les Mills Cover and Original music (fully licensed)
MEMBER JOURNEY	Membership tier upgrade – subscribe at £4.99 per month to access Content	Club markets ‘Member benefit’ option – discounted LES MILLS+ subscription. Member subscribes via Clubs Affiliate sign up link (account)
COST	£2.50 ex VAT per Registered/Enabled User (minimum monthly enablement fee £2,500 – includes 1,000 users)	RRP £11.95 inc VAT Club Affiliate price £7.94 inc VAT Partner commission 20% Trial period 30 days
BILLING	Les Mills to Club	Member subscribes direct, Les Mills pays Club commission
LAUNCH DATE	Mid December	Available now

DIGITAL MEMBERSHIP ONLY – NON-MEMBER JOURNEY

