

LES MILLS

THE ULTIMATE GROUP FITNESS SOLUTION

INSIGHTS, TACTICS AND SOLUTIONS FOR
THE NEW LIVE + DIGITAL FITNESS WORLD

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FISH & CHIPS

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Bronck's
Fish & Seafood Restaurant

KI

Take Away

Fish & Chips

Seafood Restaurant

Tel: 07986 218 745

07986218745

FRESH FISH DAILY TAKEAWAY

1 IN 10 COMPANIES

IN THE UK WILL NOT SURVIVE COVID-19





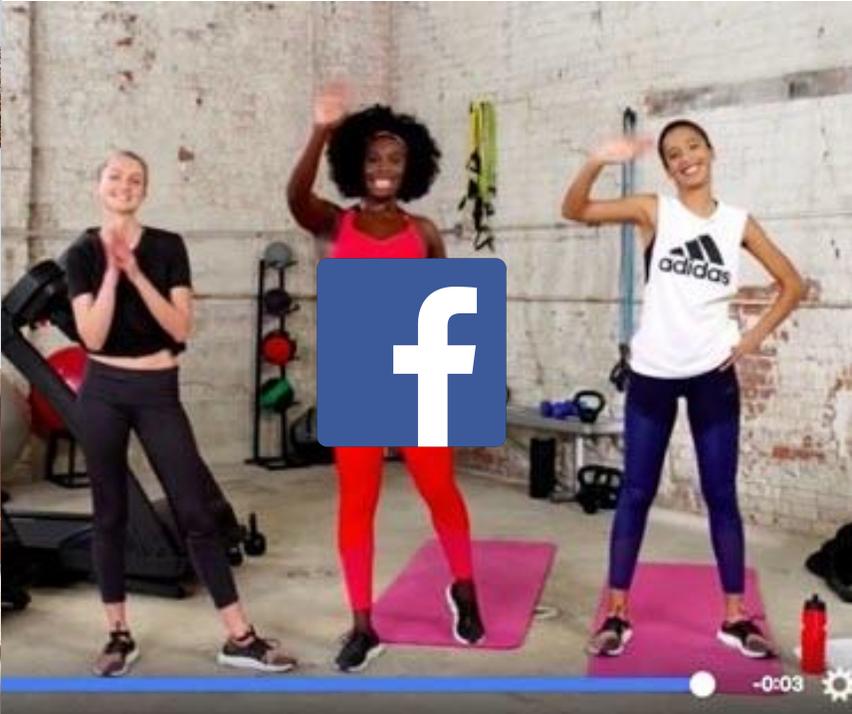
30% OF FITNESS BUSINESSES

ARE PREDICTED TO SHUT THEIR DOORS FOR GOOD

A close-up, high-angle shot of a Black male athlete in a starting crouch on a track. He is shirtless, wearing white shorts, and his skin is glistening with sweat. He has a determined, intense expression, looking directly at the camera. The background is dark and out of focus, suggesting an outdoor track at night or in a dimly lit stadium. The overall mood is one of intense physical effort and competition.

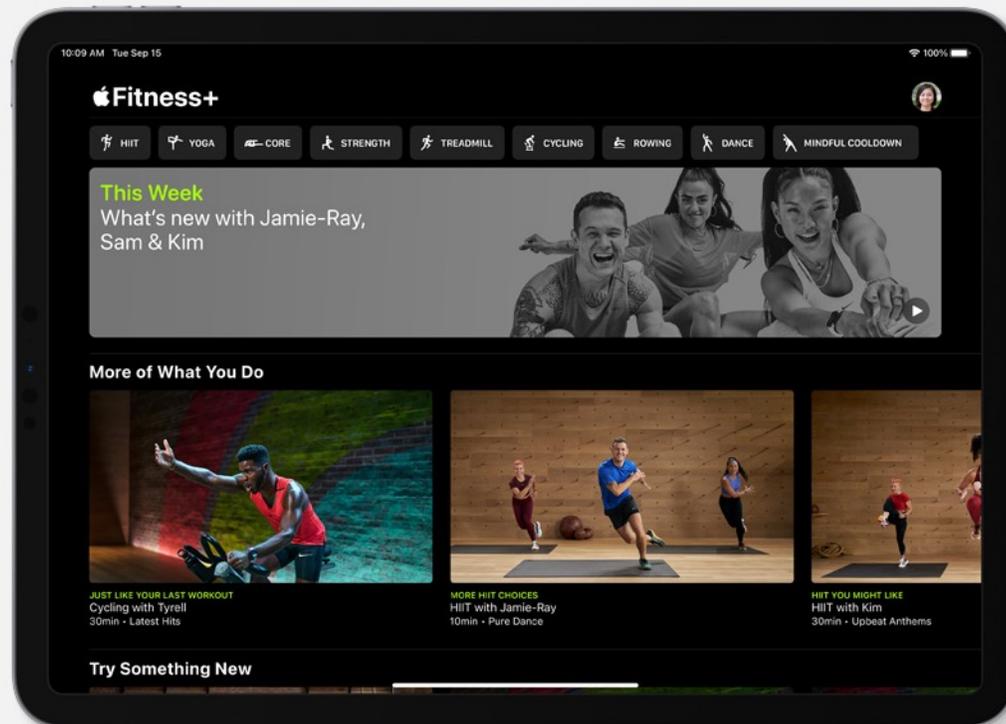
**COMPETITION
HAS HEATED UP**

LES MILLS





£ 58



£ 9.99

LES MILLS



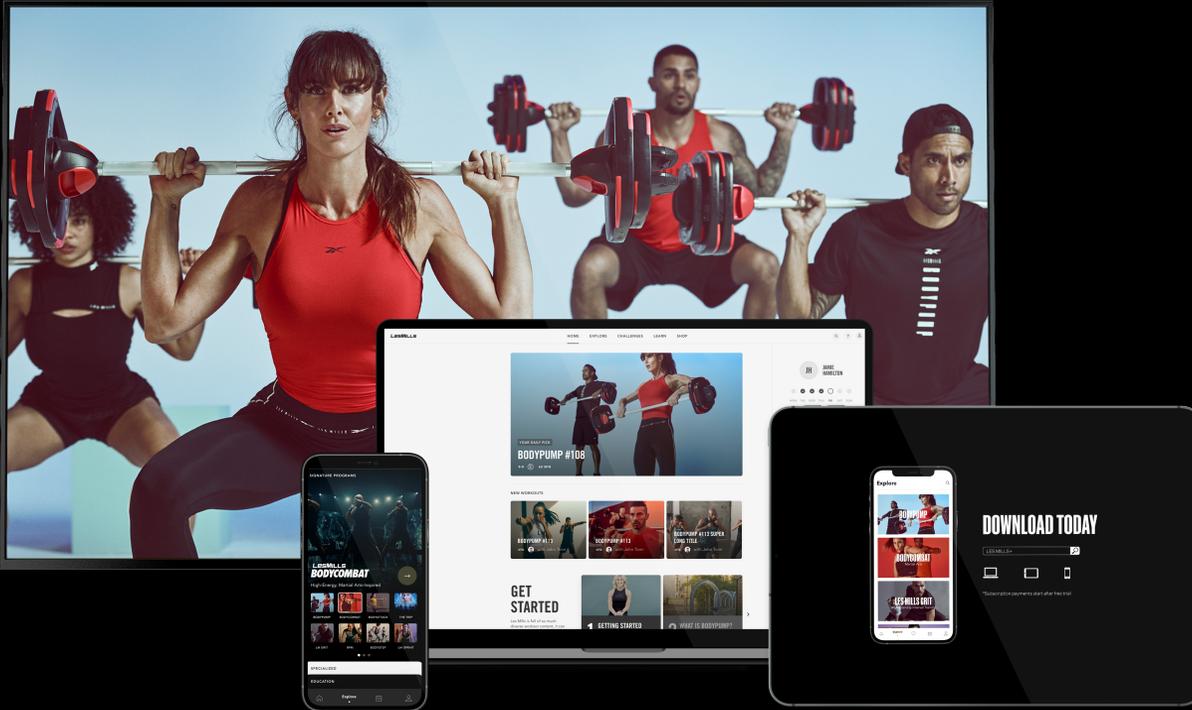
THE NEW FITNESS CONSUMER

LES MILLS

The background of the entire image is a blue-tinted photograph of three runners in silhouette, captured in mid-stride against a bright sky. The runners are positioned from left to right, with the largest silhouette in the foreground and two smaller ones behind it. The overall mood is energetic and active.

88% INCREASE IN EXERCISE FREQUENCY

OF PEOPLE WHO NORMALLY EXERCISE 1-2 TIMES PER WEEK DURING LOCK-DOWN



96% WHO TRIED A WORKOUT

FROM A CLUB DURING LOCKDOWN SAID THEY
WOULD USE THAT FACILITY POST-LOCKDOWN

LES MILLS

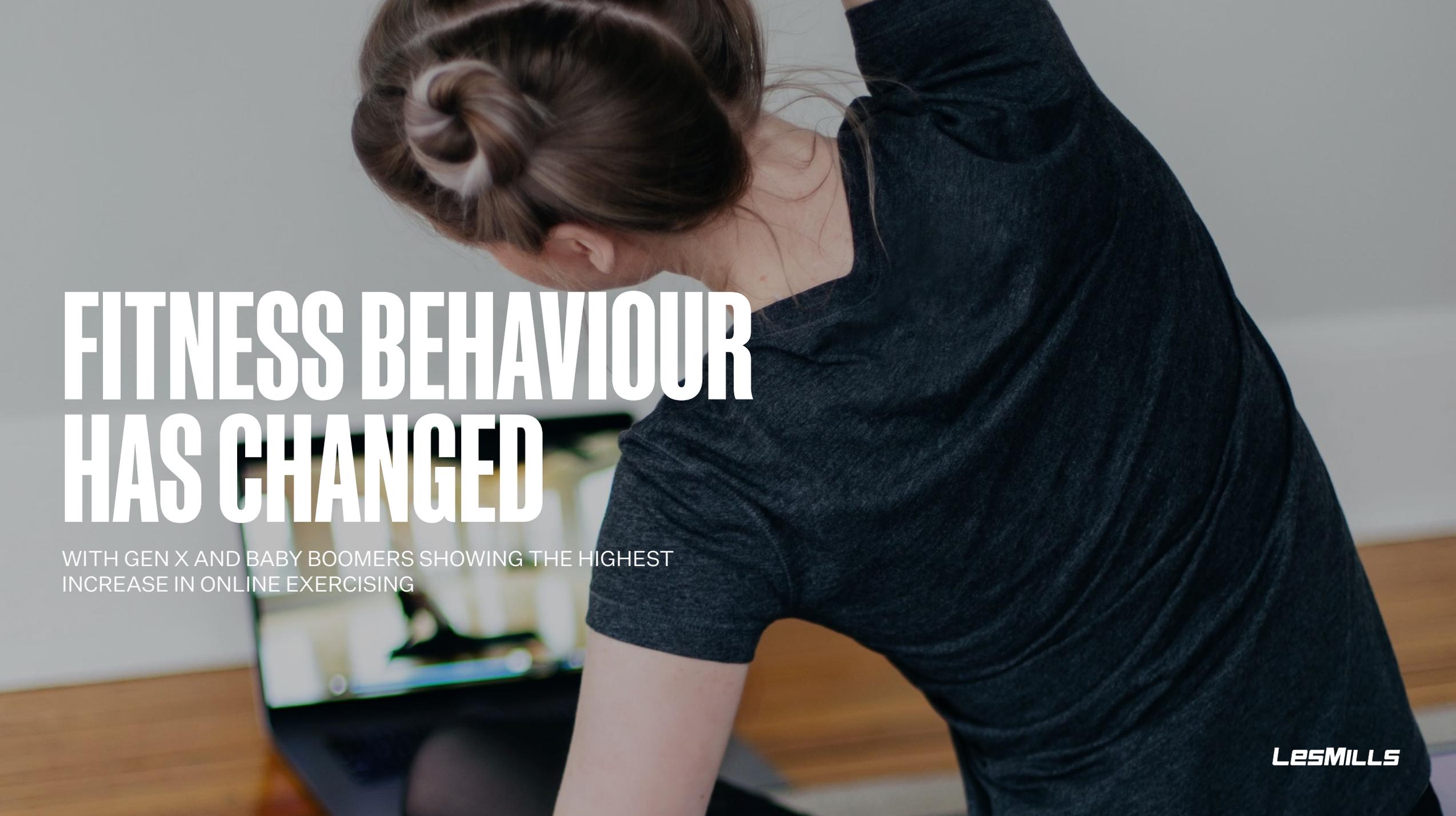


MILLENNIALS + GENERATION Z

PROVED THE BIGGEST CONSUMERS OF DIGITAL OFFERINGS
DURING LOCKDOWNS

(CLUBINTEL DEC '20)

LesMILLS



FITNESS BEHAVIOUR HAS CHANGED

WITH GEN X AND BABY BOOMERS SHOWING THE HIGHEST
INCREASE IN ONLINE EXERCISING

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46% OF MEMBERS

PLAN TO COMBINE BOTH
IN-PERSON AND AT-HOME WORKOUTS
WHEN THE PANDEMIC IS OVER



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63% OF LES MILLS+ USERS

DOING AT-HOME WORKOUTS ARE KEEN TO
TRY THEIR CLASSES IN A LIVE FACILITY
POST-PANDEMIC

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PEOPLE POWER

LES MILLS



**LIVE WORKOUTS REMAIN
THE PINNACLE**

TACTICS FOR A NEW WORLD



#1. CREATE MORE FLEXIBILITY FOR
YOUR MEMBERS



#1. CREATE MORE FLEXIBILITY FOR
YOUR MEMBERS

#2. MAKE YOUR LIVE EXPERIENCE
WORTH TURNING UP FOR



#1. CREATE MORE FLEXIBILITY FOR YOUR MEMBERS

#2. MAKE YOUR LIVE EXPERIENCE WORTH TURNING UP FOR

#3. FIND AND BUILD NEW REVENUE STREAMS

BUNDLING



DIGITAL MEMBERSHIPS



PARTNERSHIPS

LES MILLS

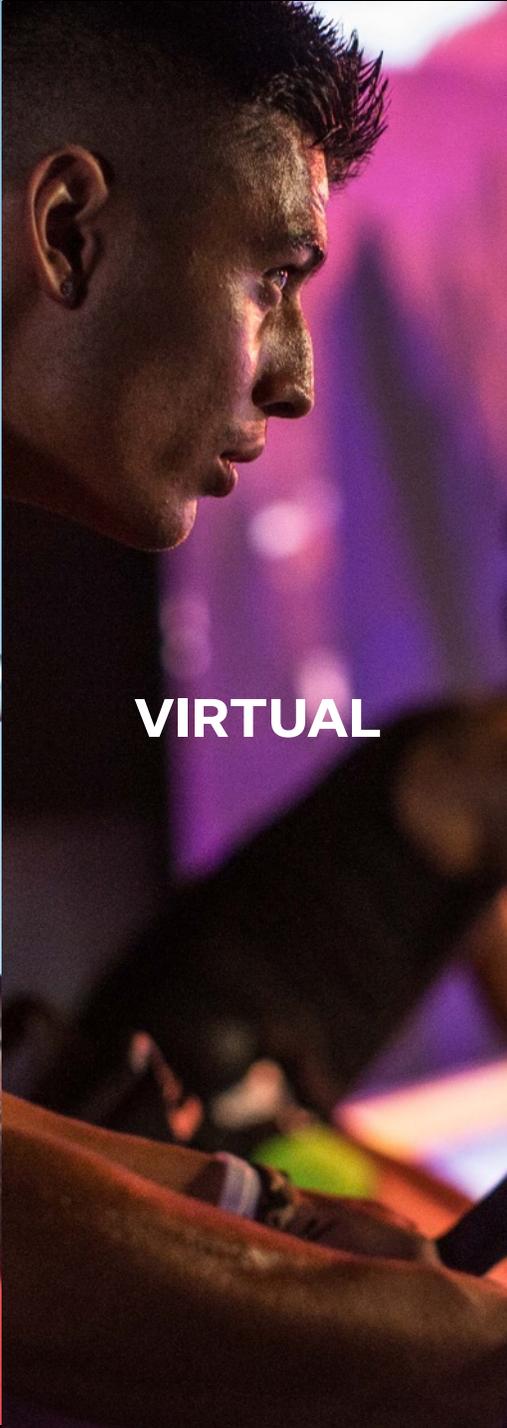
THE ULTIMATE GROUP FITNESS SOLUTION

THE WORLD'S FAVOURITE FITNESS CLASSES LIVE,
LIVESTREAM, ON DEMAND & VIRTUAL





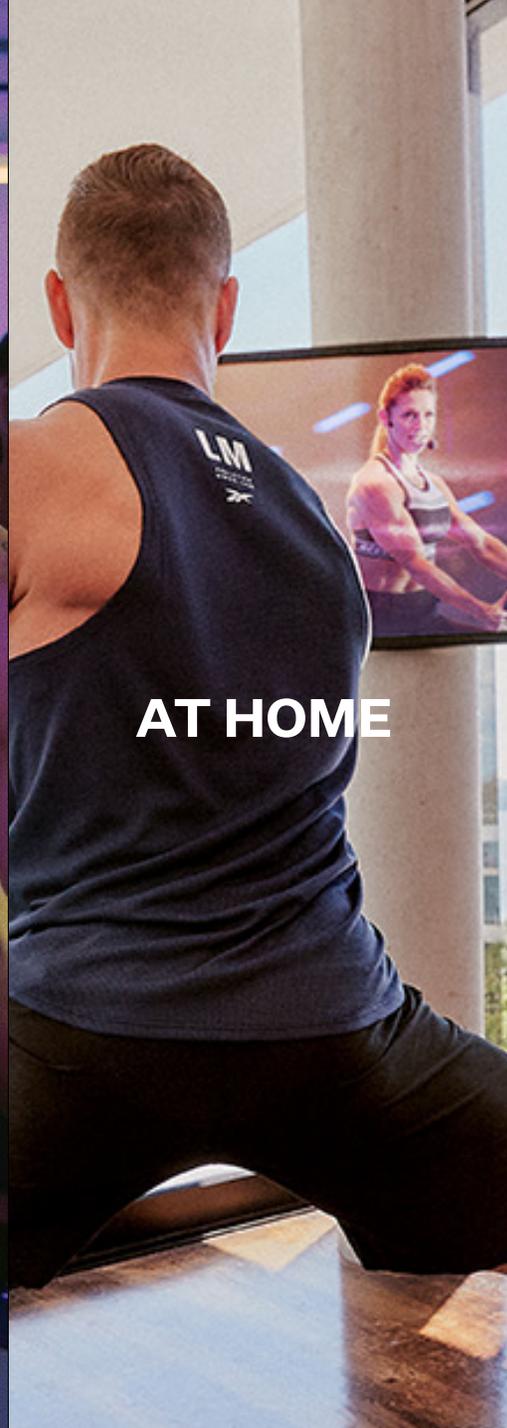
LIVE



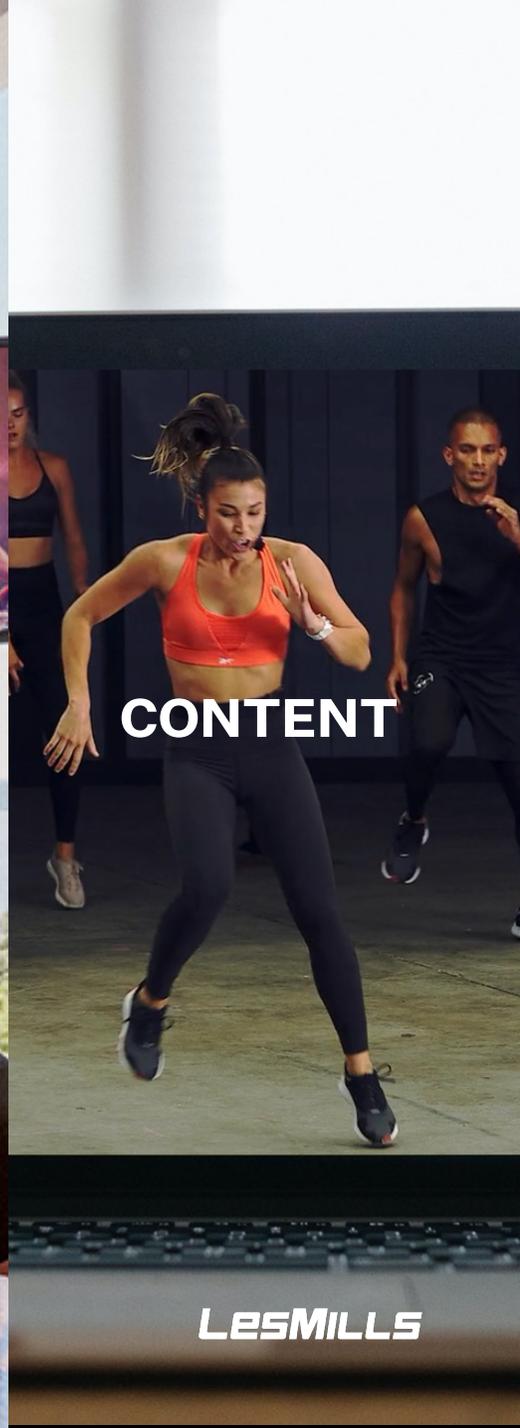
VIRTUAL



LIVESTREAM



AT HOME



CONTENT

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LIVESTREAM

INSTRUCTORS LEADING LIVE ONLINE
GROUP FITNESS EXPERIENCES TO CLUB
MEMBERS AT HOME

GROW REVENUE



IMPROVE CLASS ATTENDANCE



ATTRACT NEW MEMBERS



BEGINNER FRIENDLY



INVESTMENT





LES MILLS+

MEMBERS CAN DOWNLOAD, STREAM OR CAST 1,000 OF THE WORLD'S BEST WORKOUTS ANYWHERE VIA APP OR WEBSITE

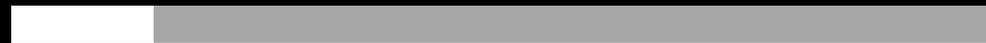
GROW REVENUE



IMPROVE CLASS ATTENDANCE



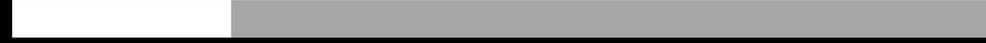
ATTRACT NEW MEMBERS



BEGINNER FRIENDLY



INVESTMENT



LES MILLS



LES MILLS VIRTUAL

PRE-RECORDED LES MILLS WORKOUTS THAT PLAY IN YOUR CYCLE AND GROUP FITNESS STUDIOS

GROW REVENUE



IMPROVE CLASS ATTENDANCE



ATTRACT NEW MEMBERS



BEGINNER FRIENDLY



INVESTMENT





LIVE GROUP FITNESS

THE ULTIMATE GROUP FITNESS EXPERIENCE FOUND
IN 20,000 CLUBS AND TAUGHT BY 140,000
CERTIFIED INSTRUCTORS

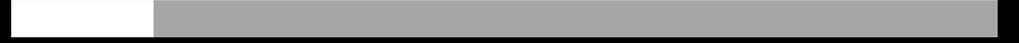
GROW REVENUE



IMPROVE CLASS ATTENDANCE



ATTRACT NEW MEMBERS



BEGINNER FRIENDLY



INVESTMENT



LES MILLS CONTENT

HOST LES MILLS WORKOUT CONTENT ON YOUR CLUB APP OR WEBSITE WITHOUT THE NEED FOR CAPITAL EXPENSE OR ONGOING CONTENT CREATION

GROW REVENUE



IMPROVE CLASS ATTENDANCE



ATTRACT NEW MEMBERS



BEGINNER FRIENDLY



INVESTMENT



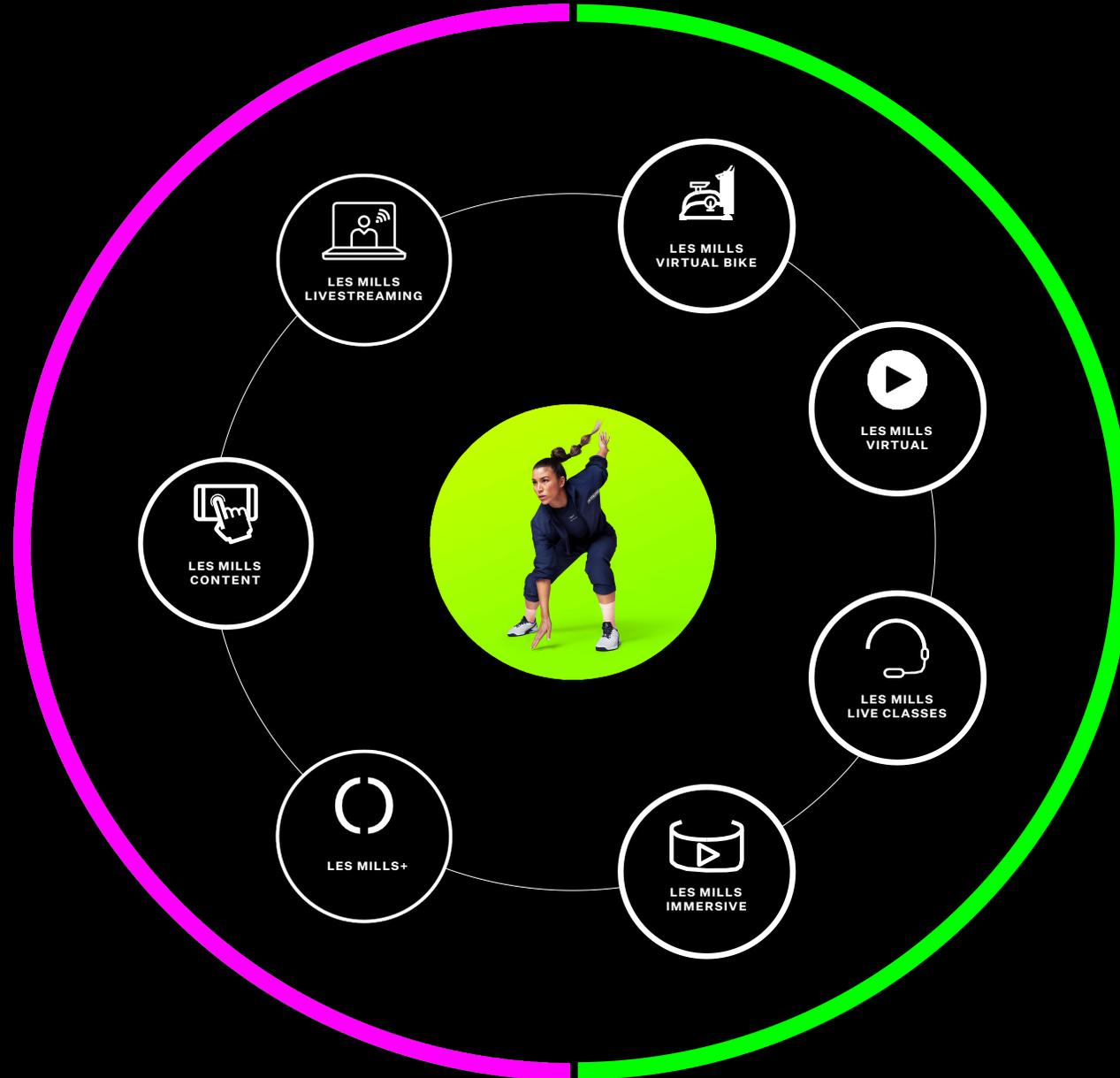
LES MILLS

YOUR CLUB ULTIMATE GROUP FITNESS SOLUTION

Connect your digital and physical fitness experiences to offer members the ultimate group fitness experience with Les Mills.

AT HOME

IN - CLUB

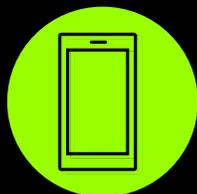


ONLINE TO OFFLINE



YOUR CURRENT SITUATION

Your set up



APP/ WEBSITE



INTERNAL EXPERT



PRICING STRATEGY

Your Goals



IMPROVE RETENTION



NEW MEMBER AQUISION



EARN REVENUE

Your Timeframe



LESS THAN 6 MONTHS



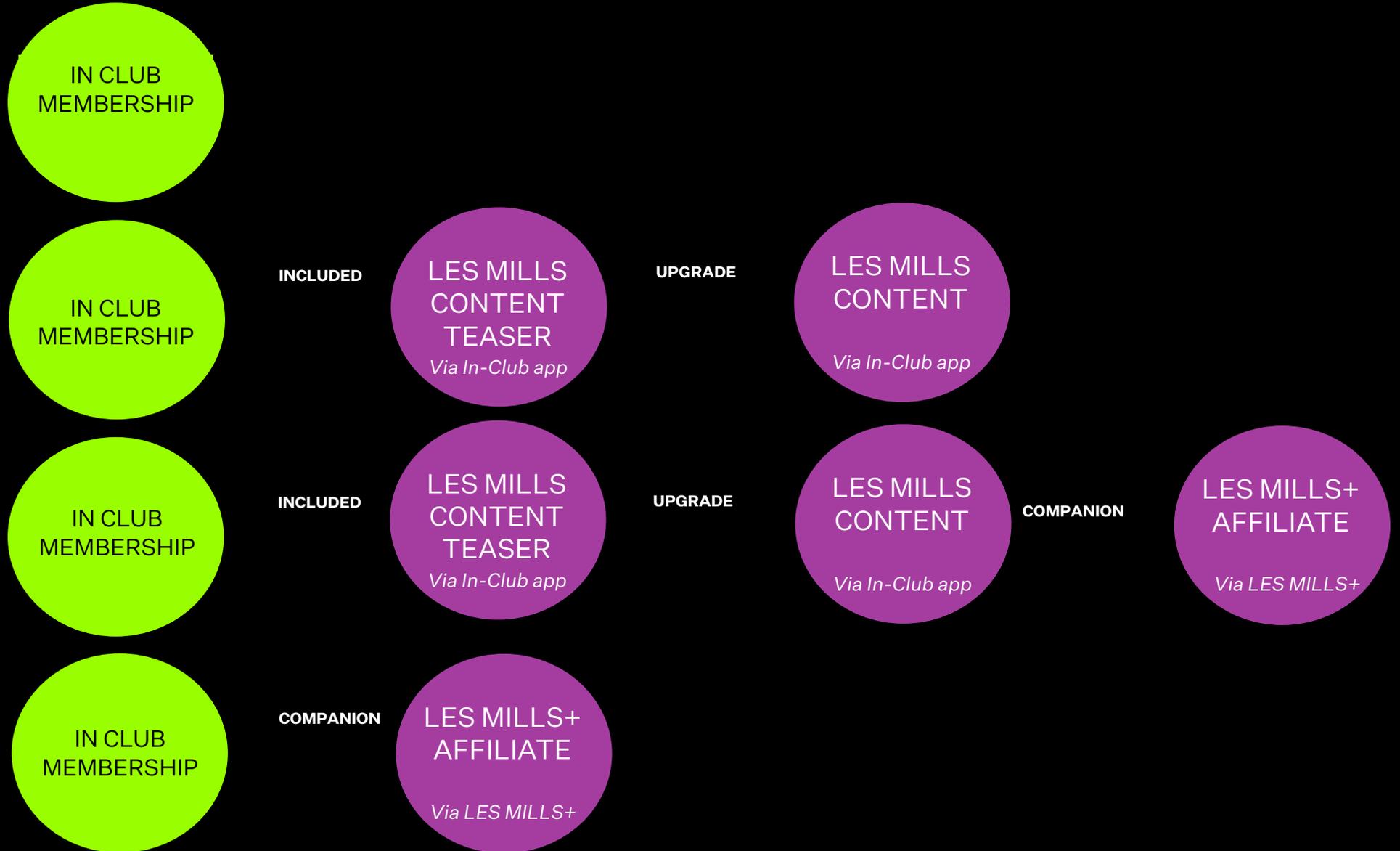
6-12 MONTHS



12+ MONTHS

CLUB + DIGITAL PRODUCTS MEMBERSHIP – MEMBER JOURNEY

CLUB



DIGITAL MEMBERSHIP ONLY – NON-MEMBER JOURNEY

CLUB



INCLUDED



INCLUDED



COMPANION



**TO CLUB
MEMBERSHIP**

LES MILLS x MOVE

WE'VE PARTNERED WITH MOVE TO ALLOW YOU TO PROVIDE A SEAMLESS EXPERIENCE TO YOUR MEMBERS WHEN USING LES MILLS CONTENT



LesMILLS



KEEP PEOPLE ACTIVE FOR LIFE

MOVE GB (DIRECT)

THE UK'S LARGEST FITNESS & ACTIVITY MARKETPLACE

- VARIETY & CONVENIENCE
- 200,000 REGISTERED USERS
- 5,000 FITNESS PARTNERS

MOVE VIRTUAL STUDIO (FOR CLUBS)

WHITE-LABELLED TECHNOLOGY FOR VIRTUAL
CONTENT DELIVERY

- WORLD CLASS TECH & CONTENT COMBINED
- DIGITAL FITNESS ENGAGEMENT EXPERTS
- QUICK & EASY TO DEPLOY

LESMILLS

QUESTIONS?

CONTACT ME DIRECTLY ON FIRST.LAST@LESMILLS.COM