POWER UP YOUR TECHNOLOGY + TEAM FOR SUCCESS
THE WORLD HAS CHANGED

COVID19 has forced businesses to re-think their strategy and how they communicate and support customers.
YOU ARE FACING DISRUPTION FROM MORE THAN YOUR TRADITIONAL COMPETITION
THE BUSINESS OF MOTIVATION
DEFINE YOUR DIGITAL TRANSFORMATION
BUILDING SAFETY AND FLEXIBILITY FOR MEMBERS
FIND THE RIGHT SOLUTION
BUILDING FLEXIBILITY AROUND YOUR BUSINESS MODEL
PEOPLE FIRST — EMPOWER TECHNOLOGY WITH YOUR TEAM AND COMMUNITY
85% of all gym members are also doing home-based exercise.

- 23% of regular exercisers are using app or online workouts.
- 81% of app or online users are Millennials or Gen-Z.

Source: Les Mills Global Consumer Fitness Survey 2019
LES MILLS ON DEMAND
DELIVER ON-DEMAND FITNESS INTO YOUR MEMBERS’ HOMES

- Usage of an app or online workout has grown 100% over the last three years
- You can create a comprehensive schedule for your members by providing them access to workouts and fitness programs outside of your opening hours
- Apps like LES MILLS On Demand allow you to provide the same 5-star content into your members’ homes, complementing your in-facility timetable
THE POWER OF LES MILLS ON DEMAND

HOW DO YOU STAY ONE STEP AHEAD?

- LES MILLS On Demand has seen an 806% increase in sign-ups since January
- Trailists from club accounts since COVID-19 gym closures has seen a sharp increase
- At-home is the 2nd most popular location for group workouts, beating boutiques
- On Demand fitness is already part of 85% of members exercise routine
- 74% of clubs offer members complimentary or fee-based access to streaming group fitness content

Partnering with LES MILLS On Demand

- On average, 93% of gym members are highly satisfied with the LES MILLS On Demand user experience
- Trailist to paying conversion is consistent overtime (between 78 – 84% over past 10 months)
- Members looking for live classes is also increasing
- Top three on platform classes
  - BODYPUMP - >20%
  - BODYCOMBAT – 16%
  - LES MILLS GRIT – 10%
- Data to inform scheduling
  - Peak days for LMOD are Monday and Tuesday
  - Usage peaks hours for Monday – Thursday are 5am – 7am and then 5pm – 7pm
  - Usage peak hours at weekend are 8am – 11am
CONNECTED EXPERIENCES

- Live streaming options
- Recorded class premiers
- Online meet ups/coaching
- Digital timetable – live or on demand
- Workouts for on the go
- Podcasts or education
QUESTIONS?
THANK YOU

We are dedicated to supporting our club partners, instructors and members worldwide during these challenging times and remain committed to the health and safety of our global community.