

**YOUR CUSTOMERS
HAVE ALREADY JOINED
THE DIGITAL REVOLUTION
– HAVE YOU?**

LES MILLS
ONDEMAND



**NEARLY 40% OF
ALL EXERCISERS
REPORT WORKING
OUT AT HOME***

**82% OF GYM
MEMBERS
TRAIN AT HOME.
OF THOSE, 63%
WORK OUT
VIA DIGITAL
PLATFORMS.****

The on-demand economy is revolutionizing commercial behavior around the world. Streaming services such as Spotify, Netflix and Hulu have transformed the way people consume media, and organizations that have been slow to adapt are now suffering the consequences.

In the same way, the demand for online fitness is growing every year, and it's only going to get bigger.

- Around the world, people now expect to exercise when, where, and how they want to.
- An ever increasing number of online training providers are creating cool, accessible workout videos that are significantly better than the traditional exercise DVD.
- The big players are entering from within and outside of the industry and are here to cash in on the same market as you.
- Most online providers are anti-clubs and pitch video workouts as a replacement for in-club workouts

For typical fitness facilities, enhancing their value proposition with an online component is critical.

*Mintel 2013

**Nielsen: Les Mills Global Consumer Fitness Survey (2013)

***The 2014 String Theory Les Mills focus group

THE OPPORTUNITY

Integrating a home workout solution into your membership offer brings far-reaching benefits for you and your customers:

1. Protect your patch

Chances are your members already train at home, and are paying someone else for the privilege. Protect your market share against aggressive anti-club competition and maintain customer engagement beyond gym walls with an integrated home workout solution.

2. Increase member retention

50% new members drop out by month six.* A key reason? Their attendance was too low to see enough value or results from their memberships.

Health Guidelines recommend adults work out 3-5 times each week, yet on average, club members attend less than 1.5 times a week.

A smarter fitness proposition that combines both in club and at home workouts addresses consumer need for ease and availability, giving them the results they crave and making them more likely to stick with you.

3. Greater revenue per member

A total at home and in club fitness solution can easily command a premium price. Include online workout options in your membership fee or as a value add-on and you could generate an extra \$5-\$10 per month per member.

4. Re-engage lapsed members and unconverted leads

24% of the adult population are lapsed members of a fitness facility, and 60% would consider rejoining** – an online workout solution provides you with a powerful reason to reconnect with inactive and unconverted leads in your database.

5. Attract new members

An online platform promoting your live workouts can become a powerful acquisition channel in its own right, driving new members to experience the exhilarating environment of in club classes.





SUCCESS IN THIS SPACE REQUIRES 5 CRITICAL COMPONENTS

- An affordable and user-friendly tech solution
- Fresh, high quality content that motivates repeat engagement***
- Providing a consistent in club and at home program offer to secure their loyalty. A brand members know and trust already will help achieve a higher take-up.
- Proper integration into your value proposition, memberships, sales & prescription processes
- An online offer that drives people into your club, not away from it

Getting a new space of expertise can be hard and extremely expensive.

LES MILLS On Demand is a world class, turnkey and low-risk solution from the global leaders in group fitness.

HOME FITNESS SOLUTIONS DESIGNED FOR YOUR MEMBERS

LES MILLS On Demand gives your members instant access to a huge library of proven workouts that are already moving 5.5 million people every week:

- Online customized versions of the most popular fitness classes taught in 17,000 health clubs all over the planet
- Cover every major genre of group exercise training including strength, cycling, dance, HIIT, core and mind/body
- Continuously updated, backed by the latest research, and taught by the best instructors on the planet
- Delivered via almost every major device and platform including Apple TV, Android, iPad and Xbox
- Challenging, rewarding, effective and ideal at home or in club workouts



BUSINESS SOLUTIONS DESIGNED FOR YOU

LES MILLS On Demand is the only online offer designed to integrate and service the club market:

- Turnkey technical and business models
- Zero risk, zero investment – income is split with you
- Designed to drive people to you – supported with a class and club locator; motivating and educative tips to push members back to live classes



Amy Perry ▸ Les Mills US

23 hrs · 🌐

It happened today! Someone tried Les Mills On Demand and showed up in my BODYPUMP® class this morning! The plan is working! She said she loved being able to try the class on her own and then even as a new exerciser she was EXCITED to get to a live class! No joke she stood in the front row and loved it. #success

25 Likes

PARTNERSHIP MODEL TO SUIT YOUR BUSINESS

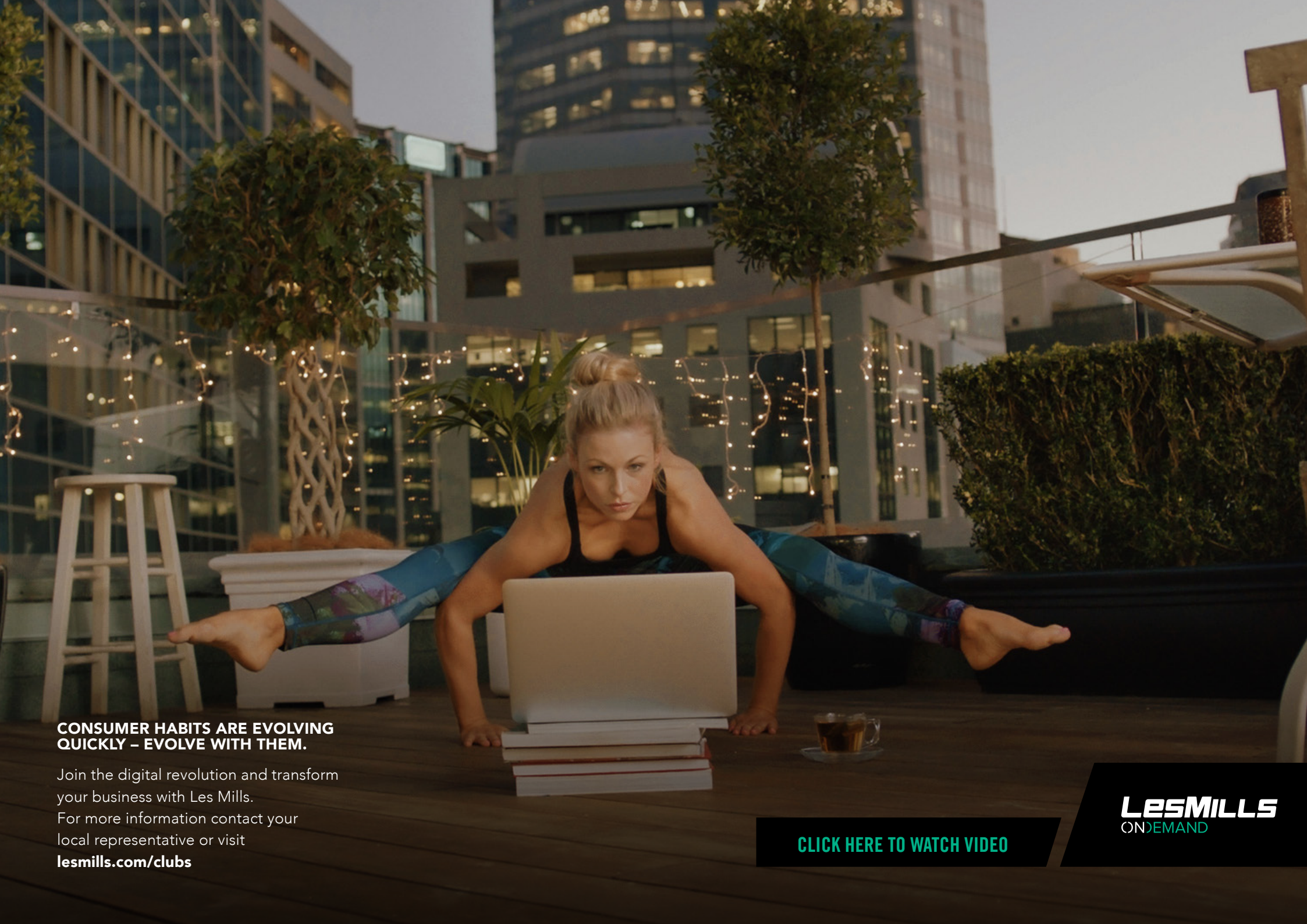
LES MILLS On Demand offers a partnership model to suit you:

AFFILIATE PARTNERSHIP

- As easy as promoting a web link to your network to join LES MILLS On Demand at a discounted rate.
- Simply collect a commission on referrals online
- You receive a revenue share on all paid referrals
- No cost to the club and almost no touch
- Ideal for driving via email blasts and social media, and re-engaging lapsed members and unconverted prospects.

We will supply you with all the tools you need for success, including management resources and world class marketing imagery.





CONSUMER HABITS ARE EVOLVING QUICKLY – EVOLVE WITH THEM.

Join the digital revolution and transform your business with Les Mills.

For more information contact your local representative or visit

lesmills.com/clubs

[CLICK HERE TO WATCH VIDEO](#)

LES MILLS
ON DEMAND