

SONY

ADVAGYM

SPRING 2022

ROI GUIDELINE

This document serves as a guideline to streamline your business and decide on your direction and focus for your facility. A service provides many opportunities and potential new revenues. Find out what fits your needs and get inspired by some of our customers.

Revenue drivers in Advagym



DESCRIPTION	ACTIONS	RESULT
MEMBER RETENTION		
<p>Studies suggest the ratio of acquiring new members versus keeping existing ones is 5 times higher. Understanding your churn is the first step towards keeping your members and improve your business.</p>	<ol style="list-style-type: none"> 1. Offer exercisers personal guidance and tracking with the app 2. Use statistics to monitor the usage and take actions to improve the retention 3. Use the Member invite service to onboard all members 	<p>Reduced attrition and improved Retention</p>
STAFF PERFORMANCE		
<p>Having engaged staff is fundamental for the manned Gym. Members need help to use the equipment. Members get inspired and learn from the staff. With Advagym you can take actions on how the staff engages with the members.</p>	<ol style="list-style-type: none"> 1. Use the Advagym Staff Performance to track your staffs' activities. 2. Encourage the staff to create and share workouts with the members 3. Educate staff to use the Messaging service to communicate with members. 	<p>Improved engagement between staff and members</p>
PERSONAL TRAINING		
<p>Personal training can generate additional revenues for the gym. But there is a limit on how many clients a PT can handle. With Advagym PT Service, a PT or staff can manage several members, clients and groups. Share workouts, send messages and coach them online between meeting up at the gym floor.</p>	<ol style="list-style-type: none"> 1. Educate staff and PT's about the Advagym PT services. 2. Send invitations to exercisers for Personal training using messaging 3. Manage a list of exercisers for current and future PT classes, bootcamps and events. 	<p>Significant increase of PT Hours</p>
ASSET MANAGEMENT		
<p>Knowing the equipment usage is fundamental to get return on your investment. Find out about utilization indicating any potential issues. With Advagym statistics you will know and can take actions as necessary and once there is a need to change equipment you have the fact to support your decision.</p>	<ol style="list-style-type: none"> 1. Use Advagym statistics to monitor the usage on machines, zones and facility. 2. Use Advagym status for any maintenance needs 3. Set actions based on the data to increase or balance the usage. Improve information or rearrange your equipment as necessary. 	<p>Increased usage and ROI of individual equipment and areas</p>

Revenue drivers in Advagym



DESCRIPTION	ACTIONS	RESULT
AUTOMATING SERVICES		
<p>Avoid those repetitive tasks and spend the resources where it matters for the members. With Advagym you can automate messaging, guidance and parts of the induction process. A great feature for both manned and unmanned gyms.</p>	<ol style="list-style-type: none"> 1. Setup gym zones with introductions and workouts to guide new members 2. Set a daily beacon message to reward members, promote PT 's and classes 3. Turn on Automatic weight progression when coaching 	<p>Release staff and reach more members</p>
CARDIO		
<p>Advagym adds tracking, programming and live monitoring for Cardio machine exercises. By making Cardio part of workouts that can be created and shared by the staff, the usage and thereby ROI of your cardio equipment will increase.</p>	<ol style="list-style-type: none"> 1. Configure your Bluetooth and networked Cardio with Advagym Pucks and Zones 2. Create and share Cardio Workouts with members using Advagym. 3. Inform the members that they can track their Cardio workouts in their personal history 	<p>Balance usage and make part of exercise library</p>
TIERED MEMBERSHIP		
<p>Advagym can be configured as open for every member or as a premium feature for paying members. Tiered memberships can create new revenues. Combine Advagym with a selection of your services for a compelling offer.</p>	<ol style="list-style-type: none"> 1. Configure Advagym for Premium Service 2. Make use of data sharing and Member expiration time to tune your memberships 3. Offer PT Services in addition to basic memberships 	<p>Option to offer premium service for additional revenues</p>

ASSET MANAGEMENT



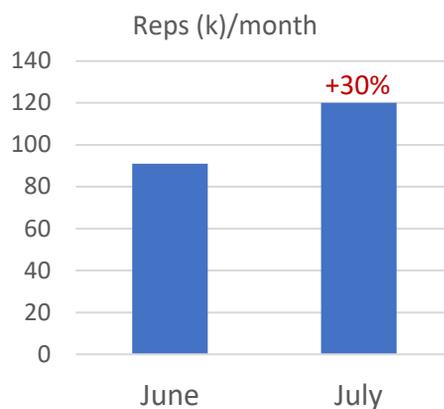
Case Study: Tom Kivell Aneurin Leisure, Wales

Aneurin is one of the most recent gyms making use of Advagym. They were looking to improve their numbers. Since they started to use Advagym, they have managed to decrease the attrition from 9% to 6,8% on a member base of 4300 members during 4 months by using smart programming and bringing up the knowledge level of the staff through Advagym.

- From a management perspective, you've got the data. You can move and change things around, track progress, keep in touch with the members, book appointments, add your own exercises that are relevant to you. I think we were two months in and there were over 1.2 million reps down across our three facilities since reopening August 2020. Just to see that data and contextualize that you've been a part of our 1.2 million reps is amazing.

- Based on gathered data the leg curl machine was the least used in June 2021 out of all pin select machines that have an Advagym puck. What did we do?

We put a marketing campaign around it. We said if one of your aspirations is to increase speed whatever element of sport you play then you need bulletproof hamstrings, as being faster is always going to help you. In terms, we were seeing increase in the rep count in the usage of the leg curl machine in a month going from 91 000 reps over 3 facilities in June to 121 000 reps in July. This is a shy of 30% increase simply by knowing the data, using that report, analyzing, and putting something into practice.



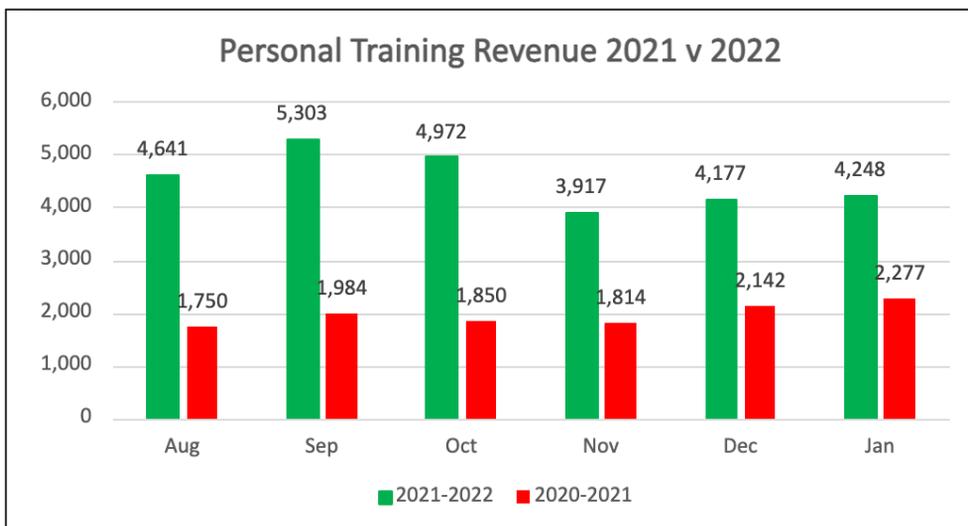
Personal Training



Case Study: Kris McIntosh Aberdeen Sports Village, Scotland

Increasing PT Business

Aberdeen has been one of the most successful gyms using technology and data to optimize their business. They are doing a regular report of the usage of their facility, and they work continuously to improve their business using data from Advagym. Between 2020 and 2022 Aberdeen Sports Village managed to increase their PT business with 130% Yoy, with the caveat of being in the middle of the restrictions.



Aberdeen has also improved their numbers by setting KPI's for staff & income targets. They also launched their Return to Fitness Campaign via the Advagym APP which included training programmes and information returning to exercise Post-Covid/long breaks from exercise. Inductions are also available on the Advagym App - which encourage the engagement with the staff at Aberdeen and lead nicely into Personal Training purchases.

Member Retention



Case Study: Anja Nielsen, Apollo Fitness, Vejle Denmark

Reaching new Members and keeping old ones

Apollo Fitness focuses on coaching individuals and groups. For them, Advagym has been a necessity to keep their operations going when the gym was in lockdown. They had been running bootcamps and offered programming to the members with workout from home and communicated with the members using messaging functions. For Apollo Fitness, a connected service like Advagym has been crucial to stay in touch with the members, keep them on track and keep them as members.

Retention data for Apollo Fitness between January 2021 and January 2022. Active member base using Advagym 843. Even during restrictions Apollo Fitness had been able to stay connected with the members offering home workouts, bootcamps and outdoor activities.

