



Wearable tech that increases

***MEMBER
ENGAGEMENT.***



MOVE WITH PURPOSE.

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THE MISSION

To increase the adherence of exercise.

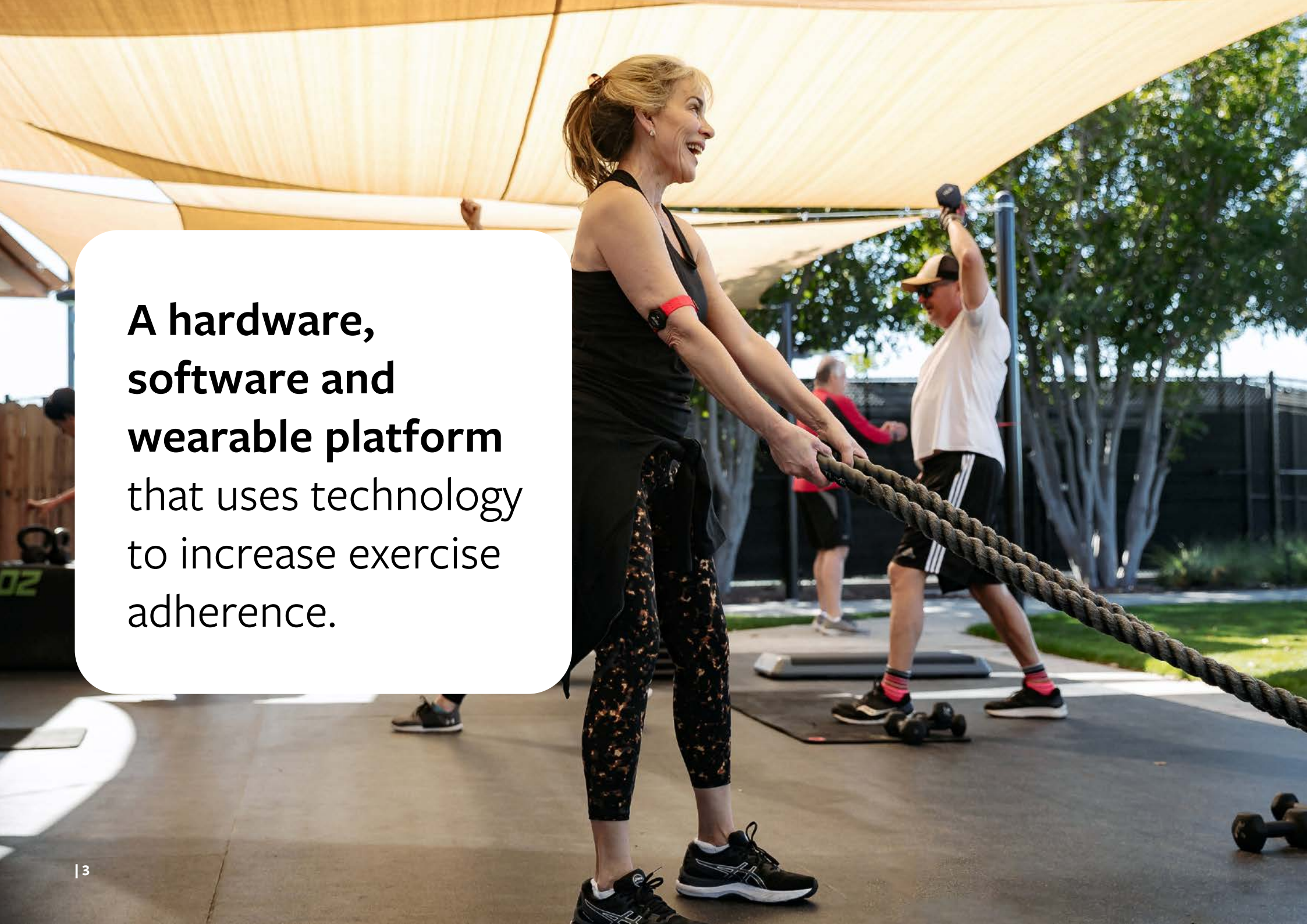
THE VISION

To help people feel good about exercise by focusing on effort rather than fitness.

THE OUTCOME:

We keep your members coming back.



A woman with blonde hair tied back, wearing a black tank top, patterned leggings, and a red wristband, is smiling while pulling a thick, dark rope. She is standing on a paved outdoor gym area under a large, light-colored canopy. In the background, a man in a white t-shirt and black shorts is performing a pull-up, and another person in a red shirt is visible. The scene is bright and sunny, with trees and a fence in the distance.

**A hardware,
software and
wearable platform**
that uses technology
to increase exercise
adherence.

WHY PEOPLE MOVE WITH MYZONE?



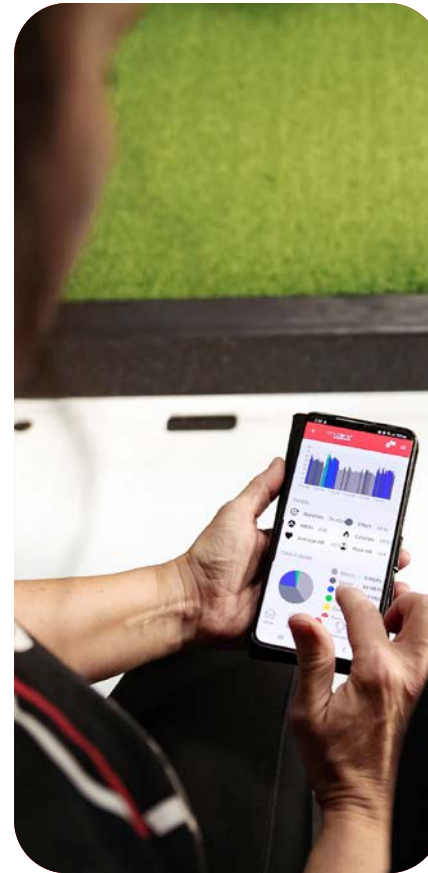
Purpose driven product development

Facilitating a lifetime commitment to health, and unrivalled dedication to your club.



Diverse and inclusive communities

For everyday effort to elite performance.



MEPs and Metrics

Effort based data that's personalised, comparable and sharable.



B2B to drive B2C

Partnerships to enable, engage and inspire movement and drive retention.

THE MYZONE JOURNEY

2009

Problem Identified

Exercise adherence & Retention.



2010

Myzone comes into action

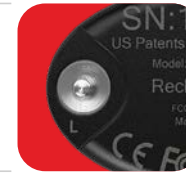
Solution developed for the industry by the industry. Wireless transfer of data stored on HR monitor.



2011

Full Launch

With patent on 'the wireless transfer of data from a stored belt' NA + pending ROW.



2015

MZ-3 Launch

Fitness without walls' improved connection for users.



2015

Expanding on Bluetooth

Expanding opportunity of connected activity.



2017

Myzone Re-Branding

Aligned to global expansion.



2020

MZ-Remote Launch

Enabling partners to retain clients remotely.



2021

MZ-Switch Launch

The worlds first interchangeable HR monitor. Chest, arm, wrist. (Patent pending)



2022

Myzone adds Private Equity Investment

Move more people through:
1) Increased B2B partnerships
2) Territory expansion
3) Organisation growth
4) B2C Fitness Event Support



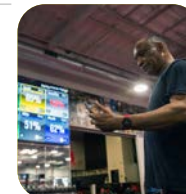
APP UPDATE



2023

B2B Brand Acceleration

B2B consumer data and insights focus to support partners in retention and engagement targets.





KEY CONSUMER STATS

84%

84% of gym members also workout at home.

Myzone provides a digital solution to engage and connect outside of the gym.

2x

Gym members are **2x** more likely to use at-home fitness options compared to non-gym goers.

Myzone ensures that your members always move with you.

24%

Members stay **24%** longer with Myzone than those without.

Myzone members spend **3x** more than your average member.

27%

On Average, **27%** of fitness consumers consider themselves absolute beginners.

Myzone provide easy to understand data, based on personal effort, helping create a positive relationship with movement.

86%

86% of group fitness participants are doing a branded class.

Myzone real time screens give you the gamified visual impact to build a branded class.

67%

67% of beginners say they prefer to work out alone.

Myzone effort points (MEPs) provide constant feedback and motivation, that a trainer can use as a conversation starter.

MYZONE KEY STATS

2011

YEAR OF CREATION

2.5M+

DEVICES

9000

CLUBS

84

COUNTRIES

22

LANGUAGES

99.4%

HEART RATE ACCURACY

*When worn on the chest



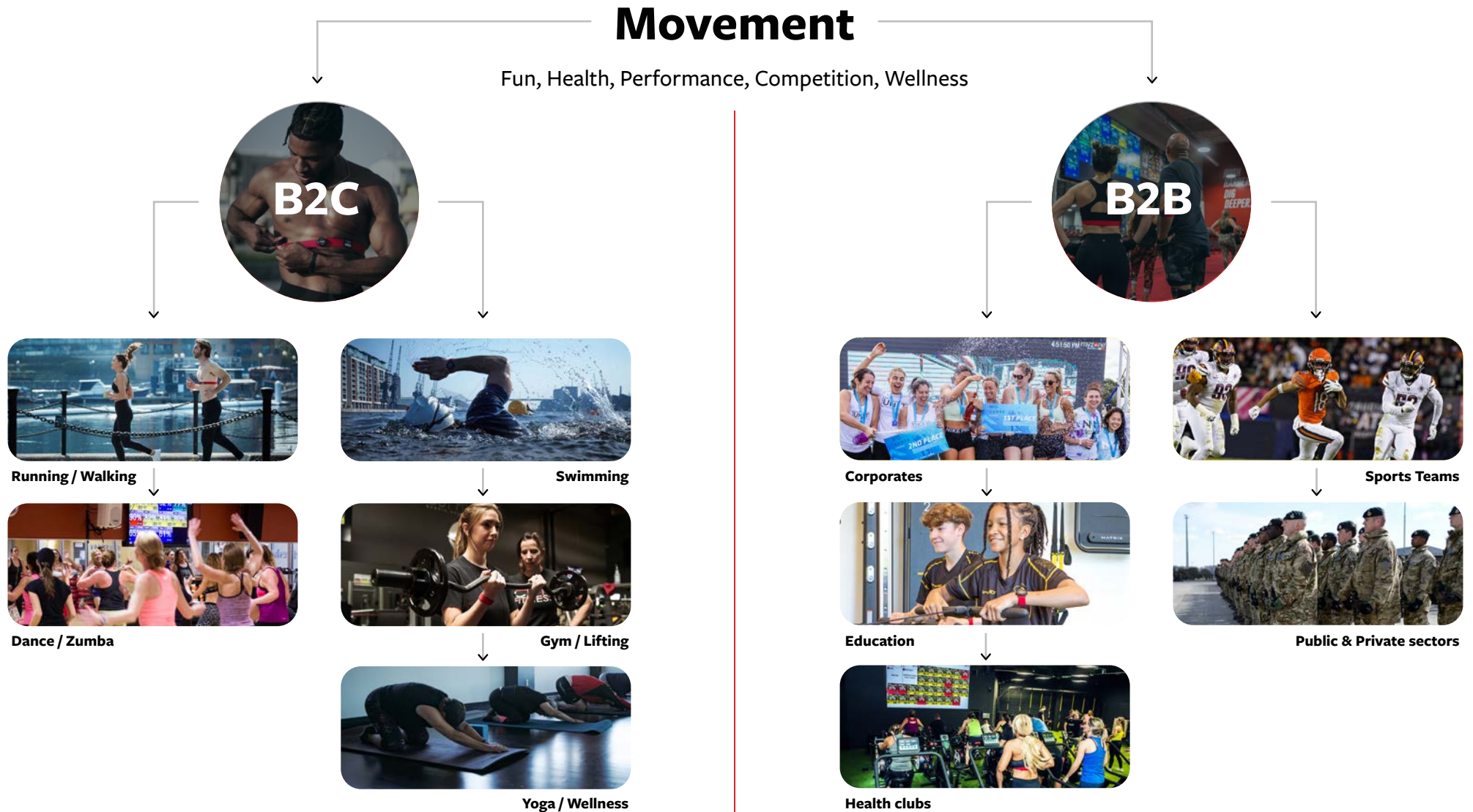
WAREABLE
INNOVATION OF THE YEAR
AWARD WINNER 2021



WTS
WEARABLE TECHNOLOGY
SHOW 2016



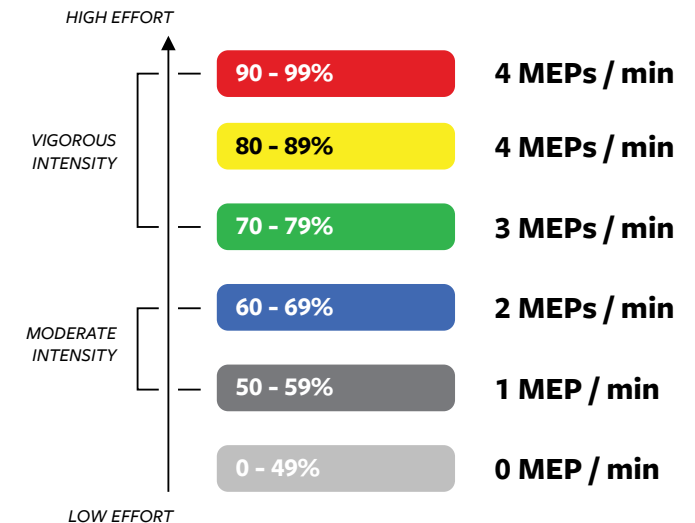
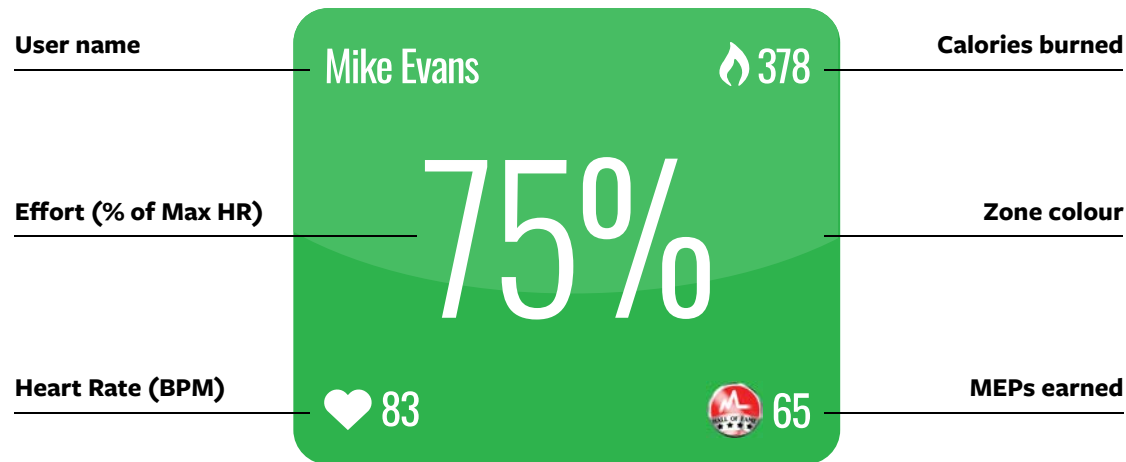
UNITED BY MOVEMENT, MEASURED BY MEPS



MYZONE EFFORT POINTS

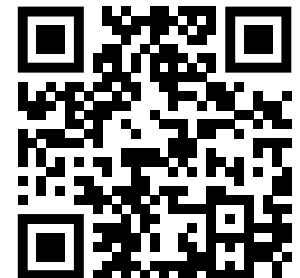
Myzone Effort Points (MEPs) are Myzone's activity metric that represents an exerciser's real time intensity based on their personal Max HR.

Creating a level playing field for competition regardless of fitness level. The harder you work the more MEPs you earn.



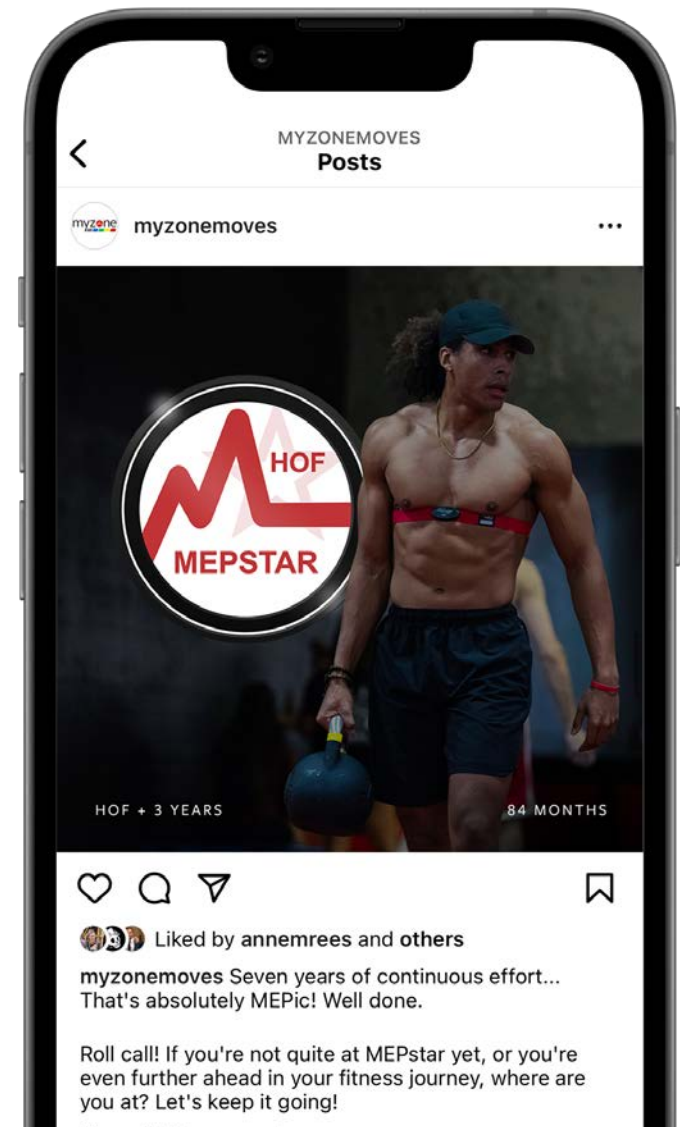
MEPs trigger action and reward the process to help drive behaviour change.

SCAN TO LEARN MORE



MEPs STATUS REWARDS

Effort based achievement
to promote adherence
and engagement.

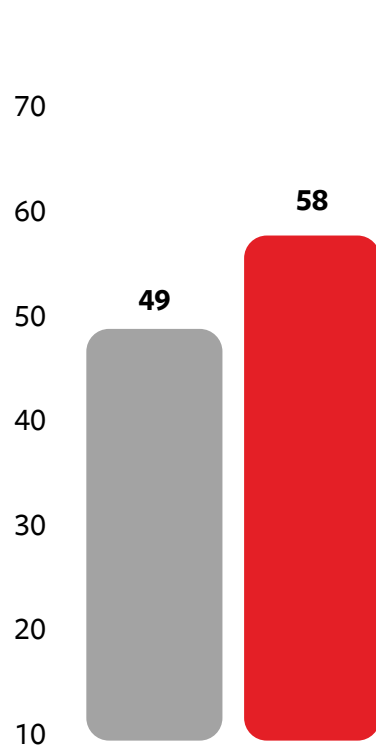


THE MYZONE IMPACT

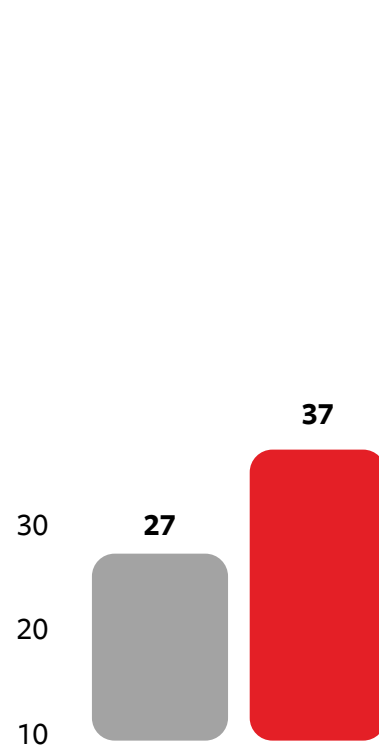


Sample size 63,000 over
1500 locations.

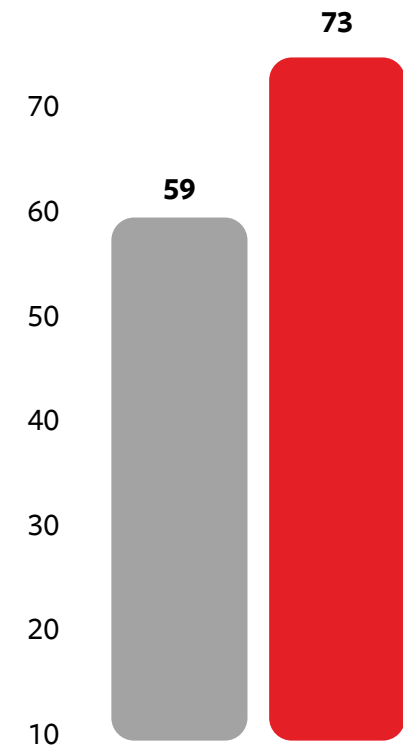
● Non-Myzone users ● Myzone users



Myzone users have a **9 point** higher NPS score than Non-Myzone users.



Myzone users are more satisfied with their fitness results by **10 points** when compared to Non-Myzone users.



Myzone users are more likely to be a member in 6 months by **14 points** when compared to Non-Myzone users.

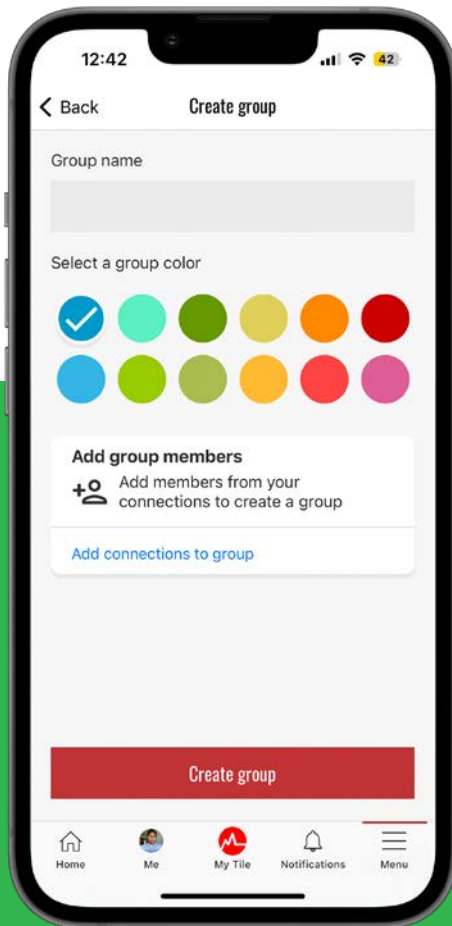
OUR EFFORT ECOSYSTEM

- Heart rate trackers
- Accessories
- In-club solution
- Free community app

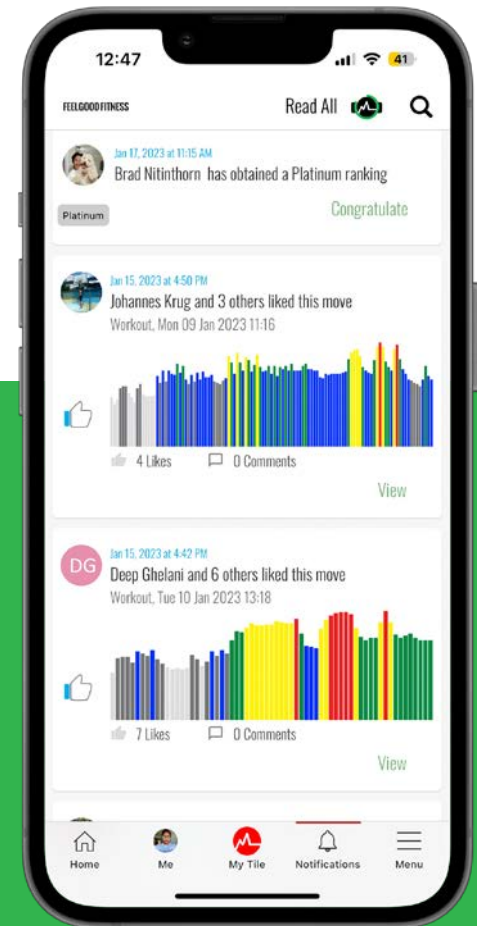
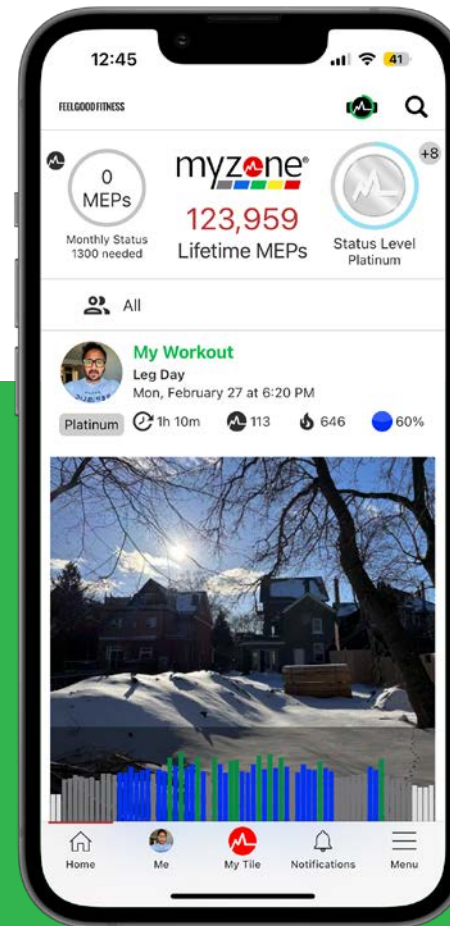
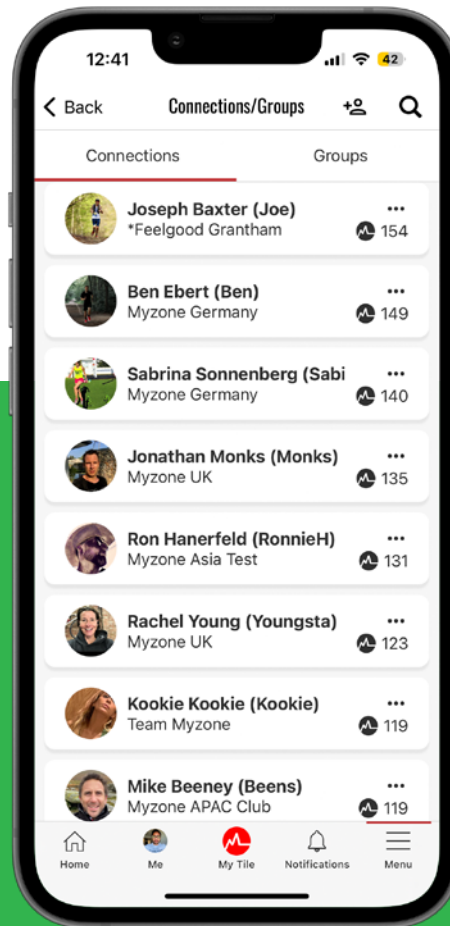
Providing real-time feedback,
creating community and
motivating members to move.



CREATE A CONNECTED COMMUNITY

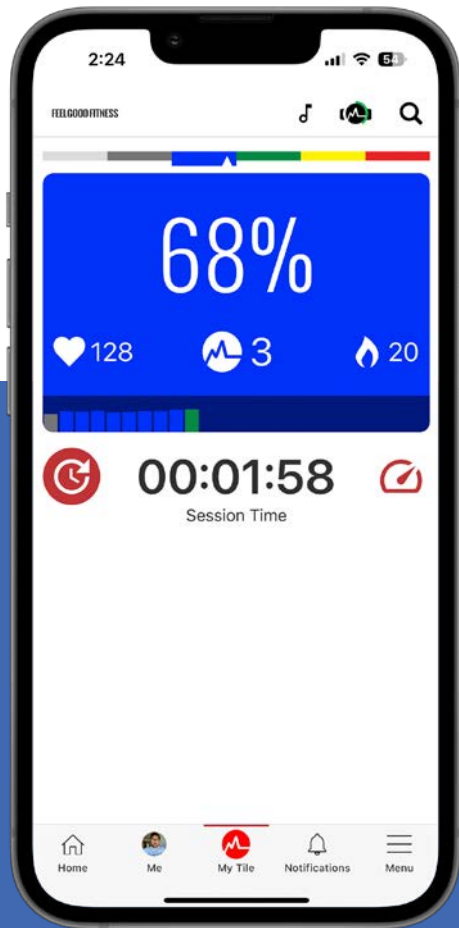


Create your own community

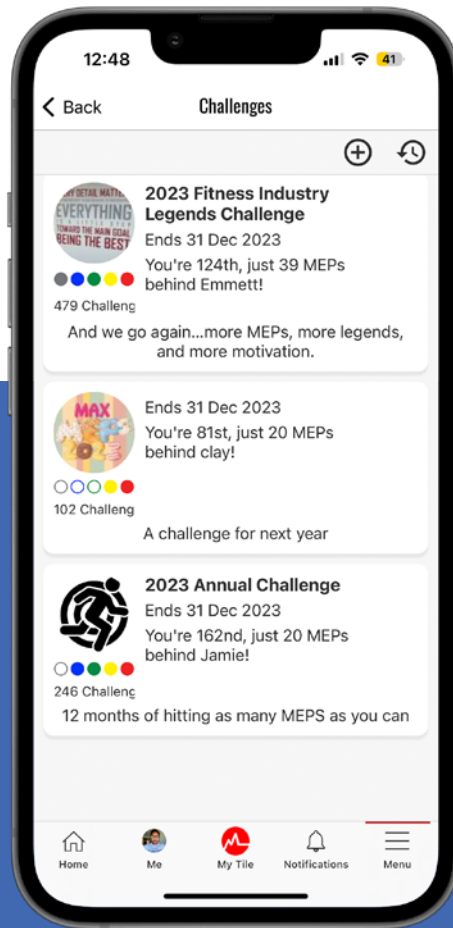


Connect socially through Newsfeed, Group or Private chat

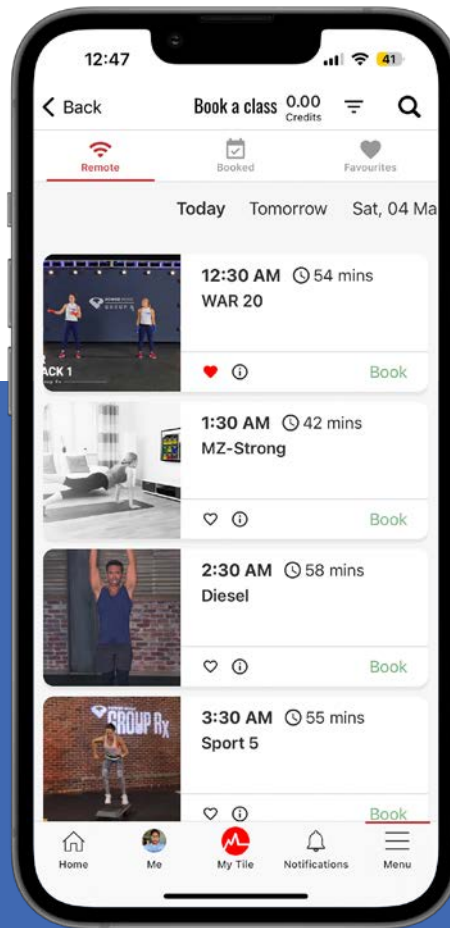
UNITY WITH THE MYZONE APP



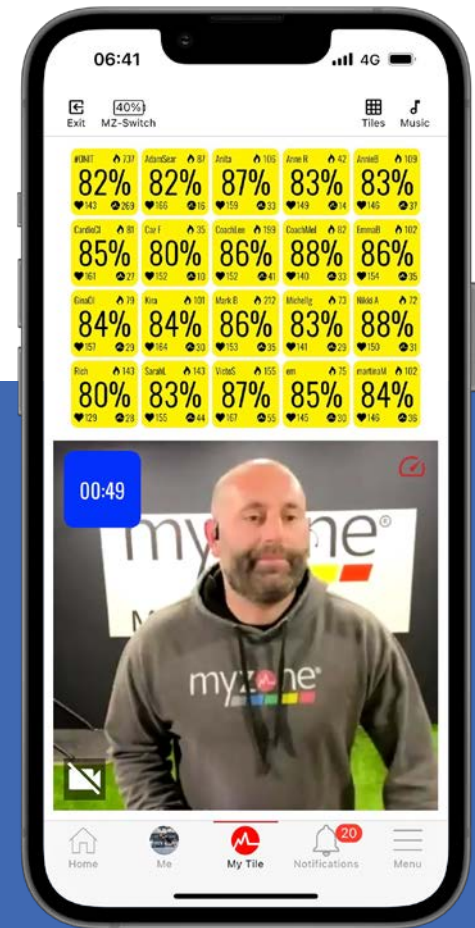
View Real-time Effort tile



Global / Local challenges



Book Live or Remote classes





MZ-SWITCH

Wearable 3 ways.
3x the motivation.
3x the fun.

The wrist and arm-based monitors provide **95% PPG** accuracy for low intensity activities with slow, repetitive arm movements.

The chest-based tracking continues to provide **99.4% ECG** accuracy, best used for functional movements.

- ✓ RECHARGEABLE BATTERY
- ✓ BLUETOOTH CAPABILITY
- ✓ ANT+ CHIP
- ✓ WATERPROOF
- ✓ SWIM-FRIENDLY
- ✓ ECG AND PPG TECHNOLOGY
- ✓ 36 HOUR MEMORY

CLUB HARDWARE

Club data

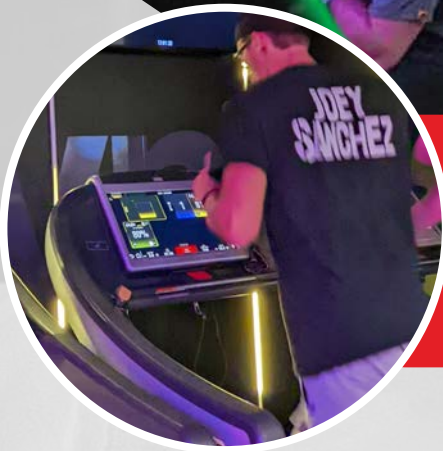
Carefully positioned screens within your club to show every member their effort, creating a shared and motivating experience.

Member data

Access member data on where they're working out, how often and who is actively engaged. Identify at risk members before they cancel.

Integrations

Successfully integrate with fitness equipment, for a seamless member experience.



CLUB PROGRAMMING

MZ-Club

Broadcast your own pre-recorded classes to all your members, through Myzone's booking diary. Add your pre-recorded content to the community app. All pre-recorded classes are on MZ-On Demand in the Myzone app.



MZ-On Demand

Give your members access to over 700, and growing, pre-recorded online classes through the Myzone app. Accessible at anytime and anywhere.

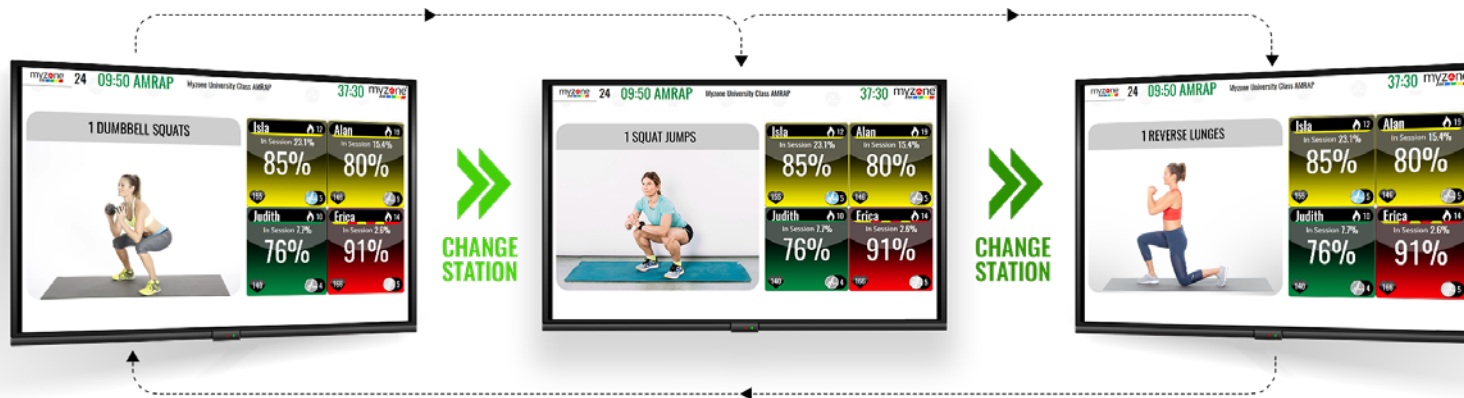


MZ-Together

Give your members access to Myzone's live classes. Global classes delivered by master trainers at scheduled times.



MZ-Smart Station



The most efficient circuit training solution. Guide members from exercise to exercise via live in club screens.

Every station of their circuit is shown on-screen, with videos of the exercise being completed, the zone colour they should be working in, and their personal tile. Members know exactly which station they're at, what exercise they're doing and how hard they should be working.

MZ-Instruct

A pre-set class designed by your trainers.

Bringing a new dynamic to your class and space through creating an easy-to-follow class. Members will follow the clear exercise visuals on your in-club screens. The expected heart rate zone for each exercise, and live feedback tile for every member can also be seen – motivating and supporting.



MZ-Bridge

Ensure every member can join the experience, by projecting their heart rate from their personal heart monitor onto your club screens or in class screens. To learn more, speak to a member of the staff or enquire at info@myzone.org

INTEGRATIONS

Myzone integrates and plays friendly with other technologies.

Connected consumer devices



Connected consumer platforms



Rewards partners



Club member apps



Cardio console integration



Club management software



MEDIA COVERAGE





“ Retention is now two thirds better than it was before Covid. My advice to operators who are struggling with retention is to give Myzone 100%.

If you can integrate Myzone into what you deliver, there is no end to what you can achieve.

- **Karl Frew, Freedom Bootcamp**

“ Undesirable childhood experiences of becoming hot and breathless led to an avoidance of exercise throughout my life. That was until my retirement a few years ago when I introduced to Myzone.

- **Carole, aged 69**

“ Using Myzone as an additional training tool and the ability to know how I should feel gives me the confidence to push myself safely to achieve far more than I ever thought I could.

- **Paul, aged 58**

myzone®

myzone.org | info@myzone.org