

**E G Y M**

**One Step closer to Preventative Health**

# The Leading Platform for Gym Operators Worldwide

**20+**

**Countries**  
with EGYM products

**17,000+**

**Clubs**  
use EGYM  
products & services

**5M+**

**EGYM Users**  
are monthly active  
worldwide



**E G Y M**

# Our Vision

Make the world fit for life

**Our vision is to help build stronger and healthier communities.** To do so, we are putting all of our energy into forever changing workouts as we know them today by encouraging everyone to get fit together. Fit for the here and now. Fit for the challenges of today and tomorrow. Fit for a healthier future.

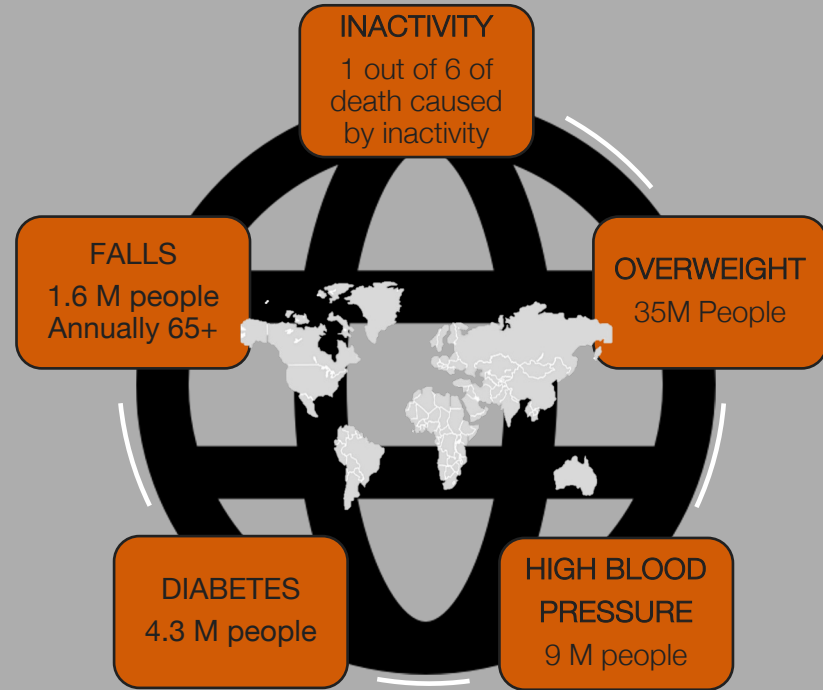
**Fit for Life.**

# The Biggest Challenges in the UK

## Inactive lifestyle

The **biggest public health challenges** related to inactivity in the UK remain consistent year-to-year, with **potentially heightened concerns** due to ongoing trends:

1. Rising Burden of Chronic Diseases
2. Mental Health Concerns
3. Health Inequalities
4. Technological Advancements and Changing Lifestyles



# The World Health Organization (WHO)

## Recommendations



**150  
minutes**

of moderate-  
intensity aerobic  
activity every  
week

**2X per week**

Muscle-strengthening activities  
on 2 or more days a week that  
work all major muscle groups

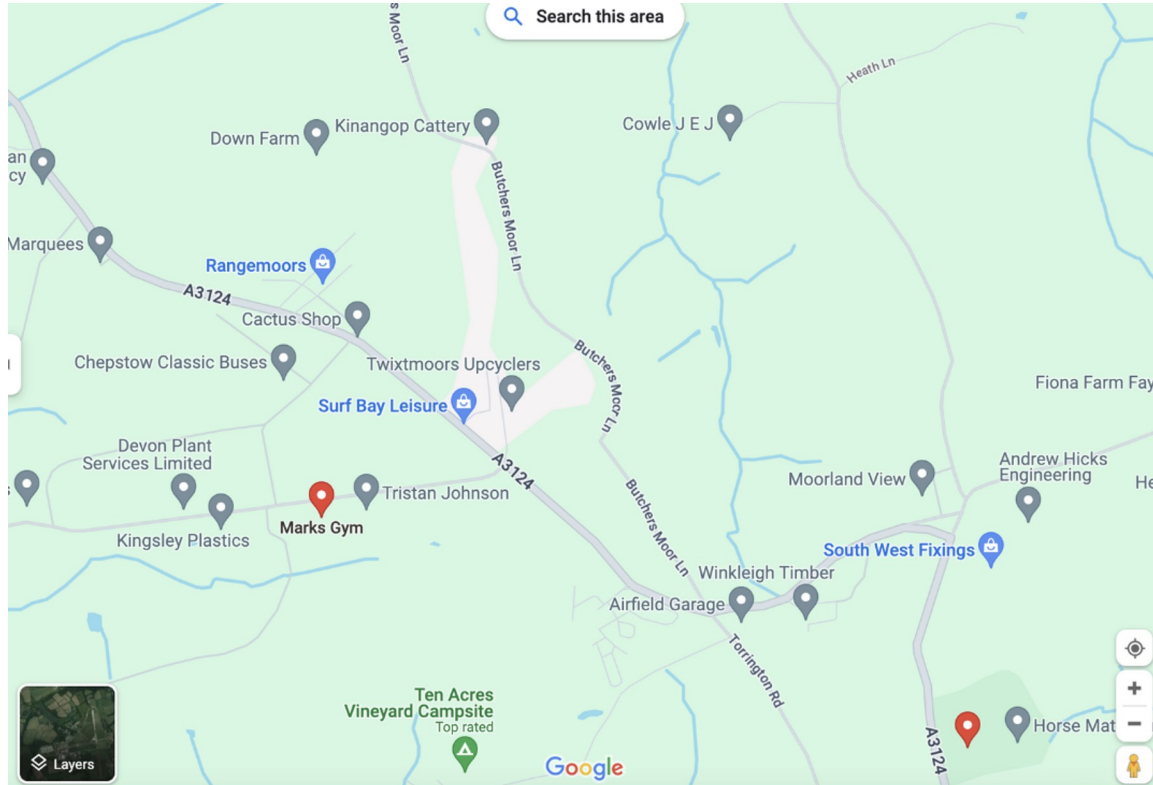


1. Increased awareness of the benefits of strength training
2. Addressing the growing burden of chronic diseases
3. Importance of healthy aging

## BUT Strength Training is Complicated!

How do you increase strength in deconditioned, older or intimidated demographics?

# Technology is not new



# Sat Nav to Health

What does EGYM give your users?



Training **Guidance**



Training **Motivation**



Measurable **Results**



**Time Efficient** Workouts



**Goal Specific** Training



**Automatic** Set Up

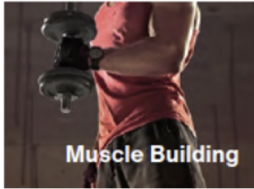


# Destination Options



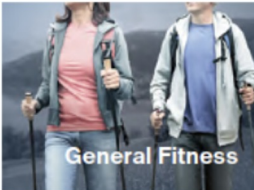
**Athletic**

Enhanced performance by developing speed strength and resilience.



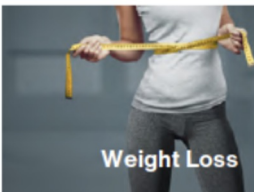
**Muscle Building**

High-intensity muscle strain at low movement speeds for maximum muscle growth.



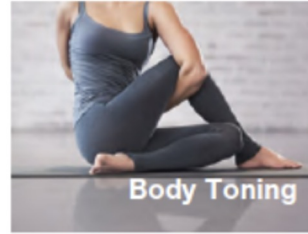
**General Fitness**

Variable workout stimuli to maintain strength and physical vitality.



**Weight Loss**

High-intensity strength workout at consistently elevated heart rate and extended exercise times.



**Body Toning**

Strength endurance and hypertrophy workouts for toning and body definition.



**Reha Fit**

Gentle rehabilitative training for physical ailments or injuries.



**Metabolic Fit**

Gradual intensification of strength endurance training to regulate blood sugar, especially for diabetes type 2 patients.



**Immunity Boost**

Intensity and progression-controlled exercises that increase your immune defence.

**PRESCRIBE**  
TRAINING PLANS



**ASSESS**  
BIO AGE + ANAMNESE



**WORKOUT**  
PERSONALIZED  
WORKOUT EXPERIENCES



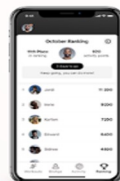
Recommendations

**E G Y M**  
**GENIUS**

Assess Data

Performance Data

Motivational Events



**MOTIVATE**  
PROGRESS & COMMUNITY

**E G Y M**

E G Y M

# EGYM Impact.

Studies based impacts of EGYM.

# Impact of EGYM



**- 17%**  
**Churn**

EGYM users churn  
17% less



**1.2x more**  
**Motivation**

EGYM users visit the gym  
1.2 times more often



**+ 29%**  
**Strength**

29% strength improvement  
in three months



**16 Years**  
**Younger**

16 years BioAge  
improvement in three  
months

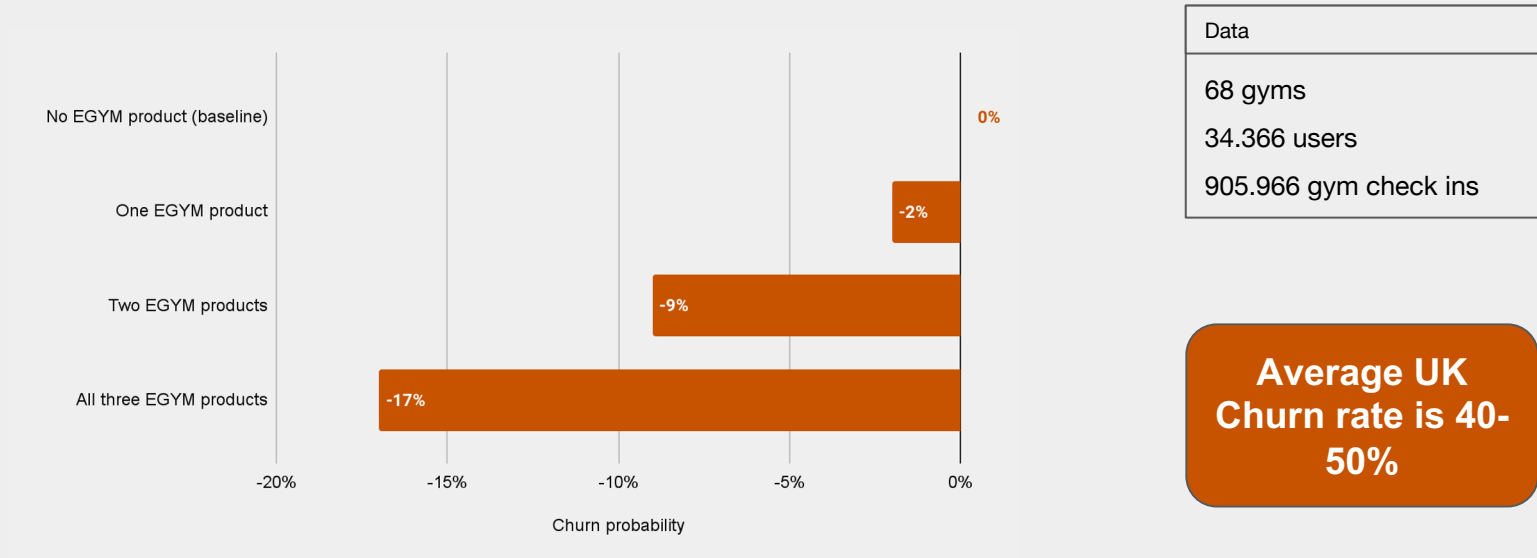


**10 kg**  
**Weight Loss**

10 kg weight loss in three  
months for people with  
obesity

# Impact of EGYM Immersion on Workout Churn

## Results

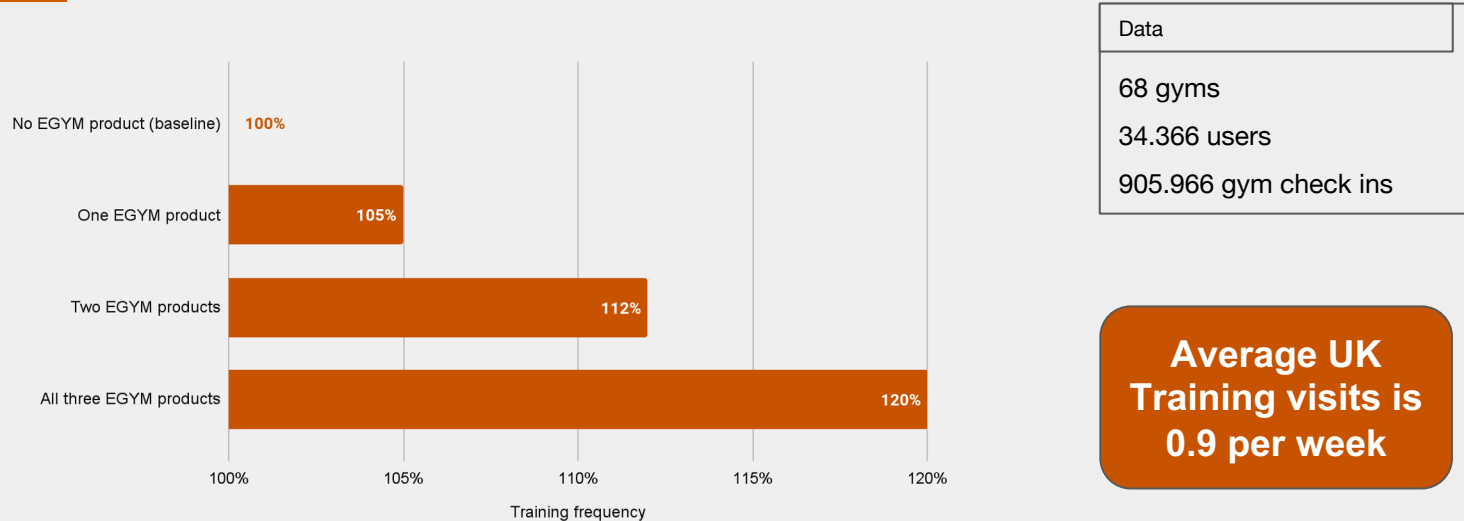


“A **fully immersed Ecosystem user has a 17% lower chance to churn** compared to a user who does not use any EGYM products.”

“EGYM catalyzes user motivations and helps gyms to create loyal users.”

# Impact of EGYM Immersion on Training Motivation

## Results

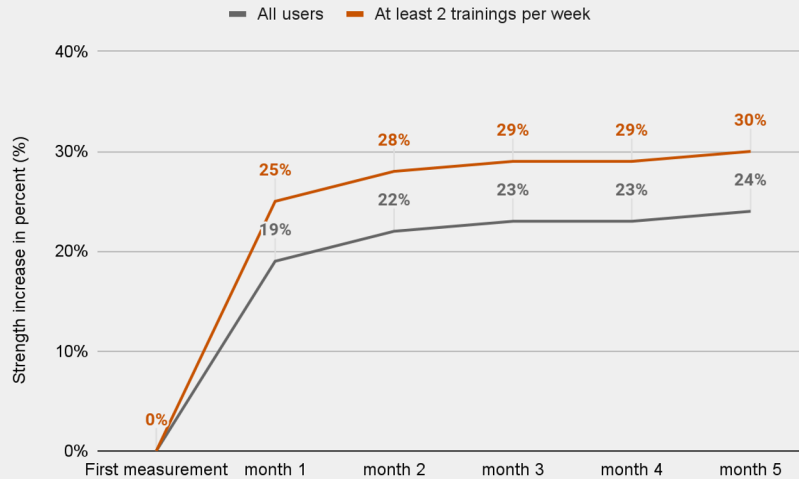


“The deeper a user is immersed in the EGYM world, the more often he visits the gym in the first three months.”

“**A fully immersed user visits the gym 1.2 times more often** compared to users who do not use any EGYM feature.”

# Impact of EGYM Training on Strength

## Results



Data

167.818 users

6.577.544 measurements

Lower body strength improvement interventions reduce falls prevention numbers by 24%

**EGYM users improve their strength by 23%**

(29% with at least two trainings per week) in the first three months.”

**“EGYM training is very efficient to fight against sarcopenia and improve the quality of life.”**

EGYM

# Impact of EGYM Training on BioAge

## Definition

### The BioAge

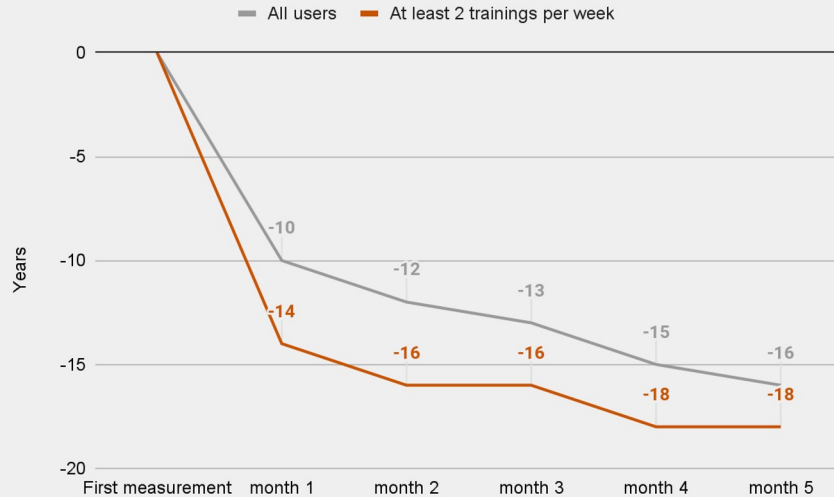
- The BioAge (Biological Age) is an indicator developed by EGYM that tells how well our bodies function in comparison to the standard aging speed.
- With the right training, gym users feel stronger and younger. While being 60 years old, they can be as fit as someone who is 30 years old.

### How BioAge is measured at eGym

- With the data from more than 1.5 million users with over 75 million strength measurements, eGym can very precisely state how strength declines with aging.
- For every machine, the individual user's strength in relation to his body weight is compared to this natural function of strength loss over time.
- A user who has a relative strength of an average 30 years old, has a strength Biological Age of 30 years!

# Impact of EGYM Training on BioAge

## Results



Data

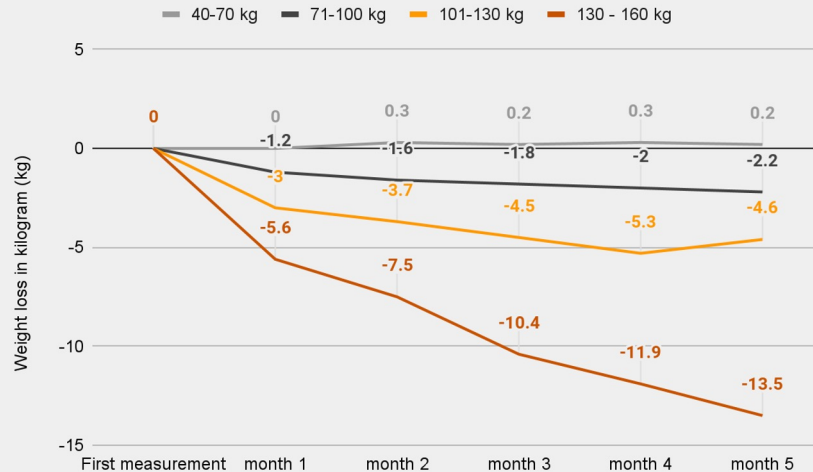
111.087 users

3.111.241 measurements

**“EGYM users become 13 years younger within the first three months (16 with at least two trainings per week).”**

# Impact of EGYM Training on Obesity

## Results



Data

26.309 users

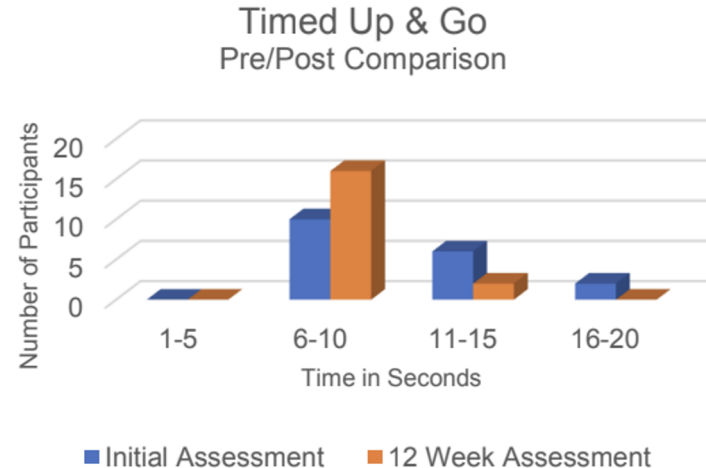
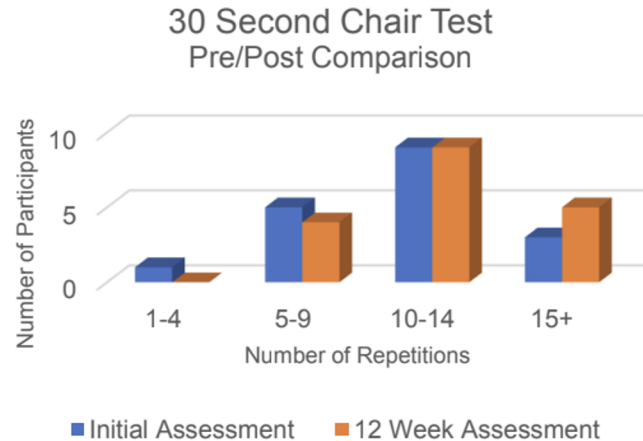
470,672 measurements

**“Users with a starting body weight of over 130 kg lose 13.5 kg during the first five months.”**

**Overweight users significantly improve their health with EGYM training.**

# Impact of EGYM - Falls Prevention

## Results

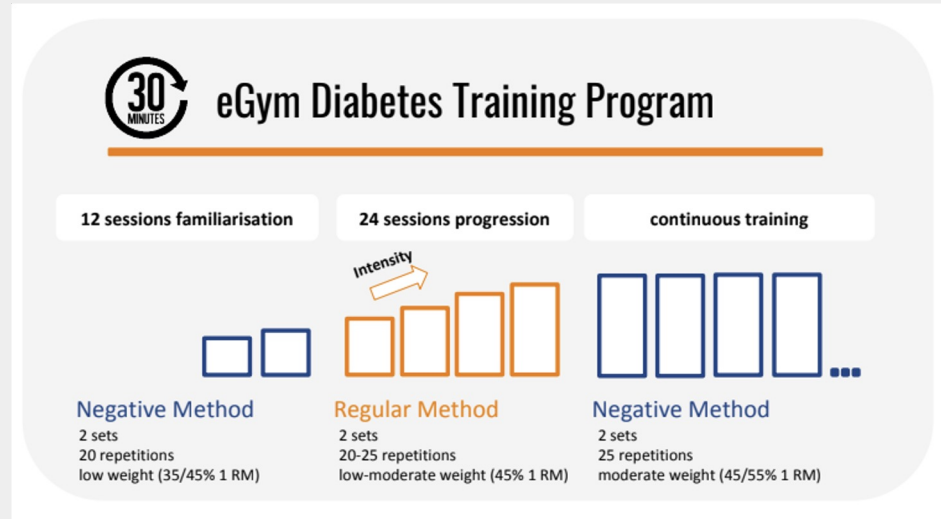
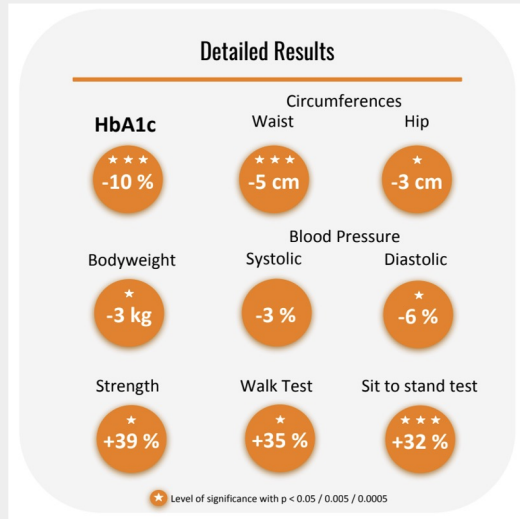


“The average number of repetitions participants could perform **increased by 2.0..**”

**Users significantly improve their TUG test with EGYM training.**

# Impact of EGYM - Diabetes

## Results



**“39% of participants reduced their HbA1c below medication threshold.”**

**32% improvement in sit to stand test with EGYM training.**

# Impact of EGYM - Immunity Boost

## The Program



“Switch your Muscles into Immune Boosters.”

“Increases immune defense without decreasing infection risk due to overtraining.”

### Immunity boost training phases

Unit	Design	Explanation
Warmup <b>FLEXIBILITY</b>	Week 1-12 Duration: 6min Exercises: 4 chest and core exercises Stretch: Hold each for 30/30 sec with 20 sec rest in between	<b>Diaphragma release.</b> Stretching of the chest and core muscles releases tension in the diaphragma which facilitates better breathing. The blood and oxygen flow through the whole body is increased which activates the immune system.  <b>Increased lymph flow:</b> Muscle contraction and stretching increases the lymph flow.
Core <b>STRENGTH</b>	Week 1-3 Method: Regular Volume: 1 set x 5/5/5 reps with 4s breaks Intensity: 42% of 1RM  Week 4-6 Method: Regular Volume: 2 sets x 5/5/5 reps with 4s breaks Intensity: 42% of 1RM  Week 7-9 Method: Negative Volume: 2 sets x 8/8 reps with 4s breaks at Intensity: 36/55% of 1RM (concentric/ eccentric)  Week 10-12 Method: Negative Volume: 2 sets x 9/9 reps with 4s breaks at Intensity: 36/55% of 1RM (concentric/ eccentric)	<b>Gentle progression.</b> Progression is adapted to the needs of the target group (50y+) and for an immunity boosting program.  <b>Let muscles breathe.</b> This program is designed to push more oxygen through the muscles with short rests (4s) after a couple of repetitions. This is based on the fact that blood and oxygen flow in muscles is stopped above about 30% of maximal contraction. Which means in a conventional training set with 15 repetitions without rest there is almost no blood exchange during the time under tension. With the EGYM immunity boost strength training the muscles can “breathe” in between a set. This results in lower lactate levels which limit the immunosuppressive effect and makes the training more tolerable for beginners.  <b>Control intensity.</b> Additionally, there is the intensity control that only a minimum necessary training stimulus is achieved, in contrast to a maximum stimulus. Based on internal tests this is achieved at 42% for that specific training design.  <b>Advanced training types.</b> Starting from week 7 the muscles are already used to strength training. In order to still create a training stimulus we are progressing with a variation of the training type, the “Negative” training, which places more emphasis on the eccentric phase of the movement. The purpose for this progression is to keep an effective training stimulus with greater training experience and by that to prevent a training plateau.
Cooldown <b>CARDIO</b>	Week 1-12 Typ: Low Intensity Hill Duration: 12 min Intensity: between 20-40% of VO2max	<b>Accelerated Regeneration.</b> Cooldown with low intensity accelerates the regeneration of muscle training, which means it also reduces the time window of the immune suppression after the training.

# Empowering Healthy Community **Referral Teams**

## 1. Expanding Reach and Attracting New Referrals

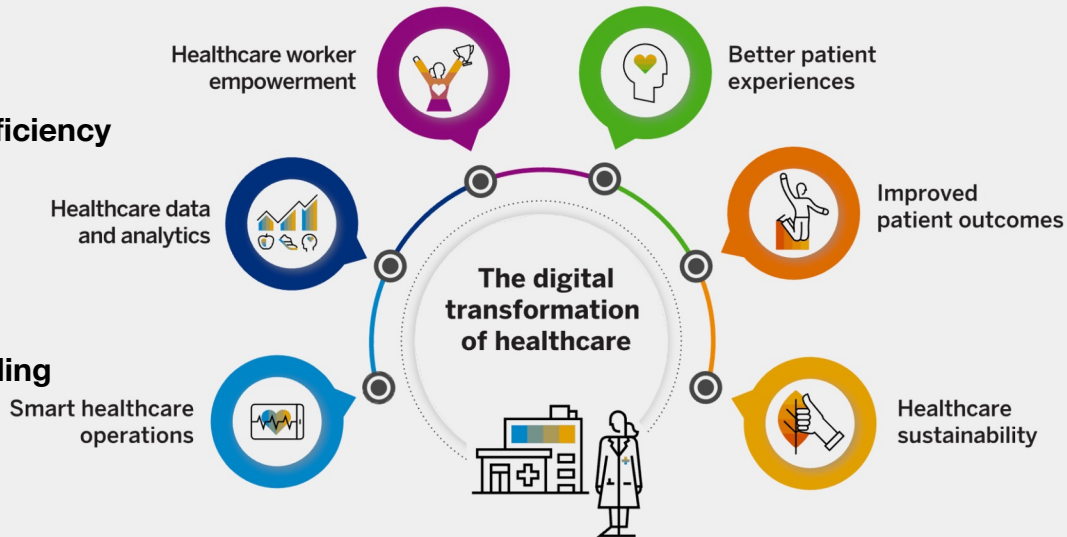
- Personalised approach
- Demonstrated effectiveness
- Technology-driven engagement

## 2. Streamlining Operations and Increasing Efficiency

- Simplified data exchange
- Automated program creation
- Remote monitoring and adjustments

## 3. Enhancing Program Effectiveness and Scaling Impact

- Improved member retention
- Data-driven insights
- Scalable infrastructure



## Healthy Community - Scalability

**Diagnosed**

**Intervention**

**Membership**

Resident is diagnosed with a health condition that is aligned with a current health invention pathway.

Resident is assigned to a cohort for their specific health condition, where EGYM is utilised as part of the intervention.

93% of residents that are part of an EGYM led health intervention transition to an independent membership upon completion.

# Invest in Your **Community's Well-being** with EGYM

## Imagine a future where:

- **Residents are empowered with personalised fitness programs** that cater to their individual health needs and goals.
- **Chronic health conditions are actively managed and prevented** through data-driven exercise routines.
- **Our community thrives with a healthier and more active population.**

## Benefits for Our Community:

Investing in EGYM goes beyond individual well-being. It benefits our entire community:

- **Reduced healthcare costs:** A healthier population means fewer doctor visits and lower medical expenses for all.
- **Increased productivity:** Employees with better health are more likely to be present, focused, and productive at work.
- **Improved overall well-being:** EGYM fosters a healthier lifestyle, leading to increased energy, happiness, and quality of life.

**“We invite you to partner with us in bringing EGYM to life. Let's invest in a future where health and well-being are within reach for everyone..”**

E G Y M

# Thank you

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