



# Not just a place to sweat & farming to meet members in a shifting Landscape

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February, 2023



# Pre-Covid, what was Fitness?



# And then Covid arrived



HEALTH AND SCIENCE

## 'There's a shortage of everything': Pharmacies in New York City struggle to keep key medications stocked amid coronavirus outbreak

PUBLISHED SAT, APR 4 2020 10:54 AM EDT | UPDATED SAT, APR 4 2020 2:05 PM EDT

## CDC updates, expands list of people at risk of severe COVID-19 illness

[Print](#)

### Press Release

For Immediate Release: Thursday, June 25, 2020

Contact: [Media Relations](#)  
(404) 639-3286

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## N.Y.C. Death Toll Soars Past 10,000 in Revised Virus Count

By J. DAVID GOODMAN and WILLIAM K. RASHBAUM

April 15, 2020

## Reports suggest many have had coronavirus with no symptoms

By MARILYNN MARCHIONE April 19, 2020

June 23, 2020 | 3 min read

SAVE

## COVID-19 may lead to 10,000 excess deaths due to breast, colorectal cancers

# The Four Pillars



**MOVEMENT**



**NUTRITION**



**MINDSET**



**RECOVERY**

# Deep Dive: Headspace

Partnership launched on World Mental Health Day



# Deep Dive: Headspace

Providing members with options to focus on their specific areas of interest



The screenshot shows a website banner for 24 Hour Fitness. At the top left is the 24 Hour Fitness logo. To its right is a navigation menu with links for MEMBERSHIP, GYMS NEAR ME, CLASSES, TRAINING, VIRTUAL, LOGIN, a search bar with a magnifying glass icon, and a blue 'JOIN US' button. The main content area features the text 'Healthy Mind. Happy Body.' in a bold, black font. Below this is the large text 'It's All You', where the 'O' is replaced by an orange heart with a simple smiley face. Underneath the main text is the 24 Hour Fitness logo followed by a plus sign and the Headspace logo (an orange circle with a white smiley face) and the word 'headspace'. At the bottom of the banner, there is a black bar with the text 'GET 3 MONTHS OF FREE HEADSPACE' in white, bold letters, followed by 'With A 1-Year Prepaid Membership\*' in a smaller white font, and a red 'JOIN US' button.

# Deep Dive: Nutrishop

Our previous retail experience was disjointed from our gyms

- Stocked with powders, pills, and workout supplies
- No dedicated staff
- Limited expertise



# Deep Dive: Nutrishop

Nutrishop was a key partner due to a broad approach to nutrition



24Store



Nutrishop





# Deep Dive: Nutrishop

Result: Strong team member engagement and even stronger sales



5-6x same store retail sales



**24 FITNESS** | **NUTRISHOP**

## Fitness Focused. Results Driven.

Fuel new and better results by pairing your workouts with smart nutrition. 24 Hour Fitness has joined forces with Nutrishop to provide you with top-quality nutritional and dietary supplements at guaranteed low prices.

Enjoy **FREE SHIPPING** as a 24 Hour Fitness Member!

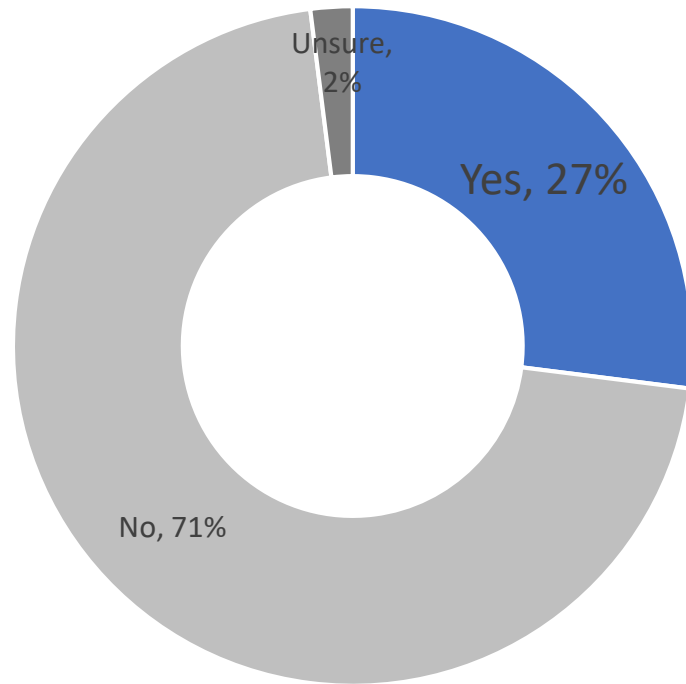
[Shop Now](#)

# Recovery Deep Dive: iCryo

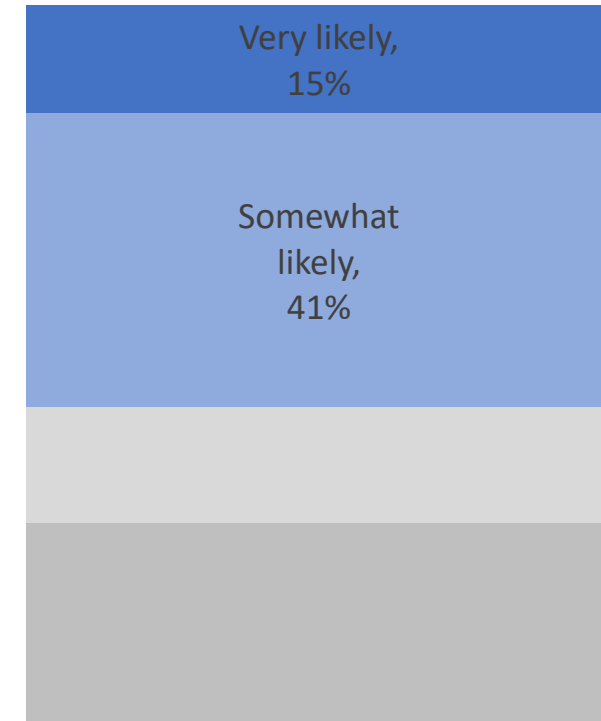
Relatively low usage, but strong interest



## RECOVERY USAGE



## LIKELIHOOD TO PAY FOR RECOVERY SERVICES AT 24HF



# Recovery Deep Dive: iCryo

Extensive research to understand how recovery facilities fit with the 24 Hour Fitness brand



## Look and feel



# Recovery Deep Dive: iCryo

And we tested medical and non medical services, ultimately deciding on a partnership with iCryo



WHOLE BODY CRYO



COMPRESSION



IV DRIPS & BOOSTER INJECTIONS



LOCAL CRYO



INFRARED SAUNA



# Recovery Deep Dive: iCryo

Opening Day



Exterior entrance



Inside of the space



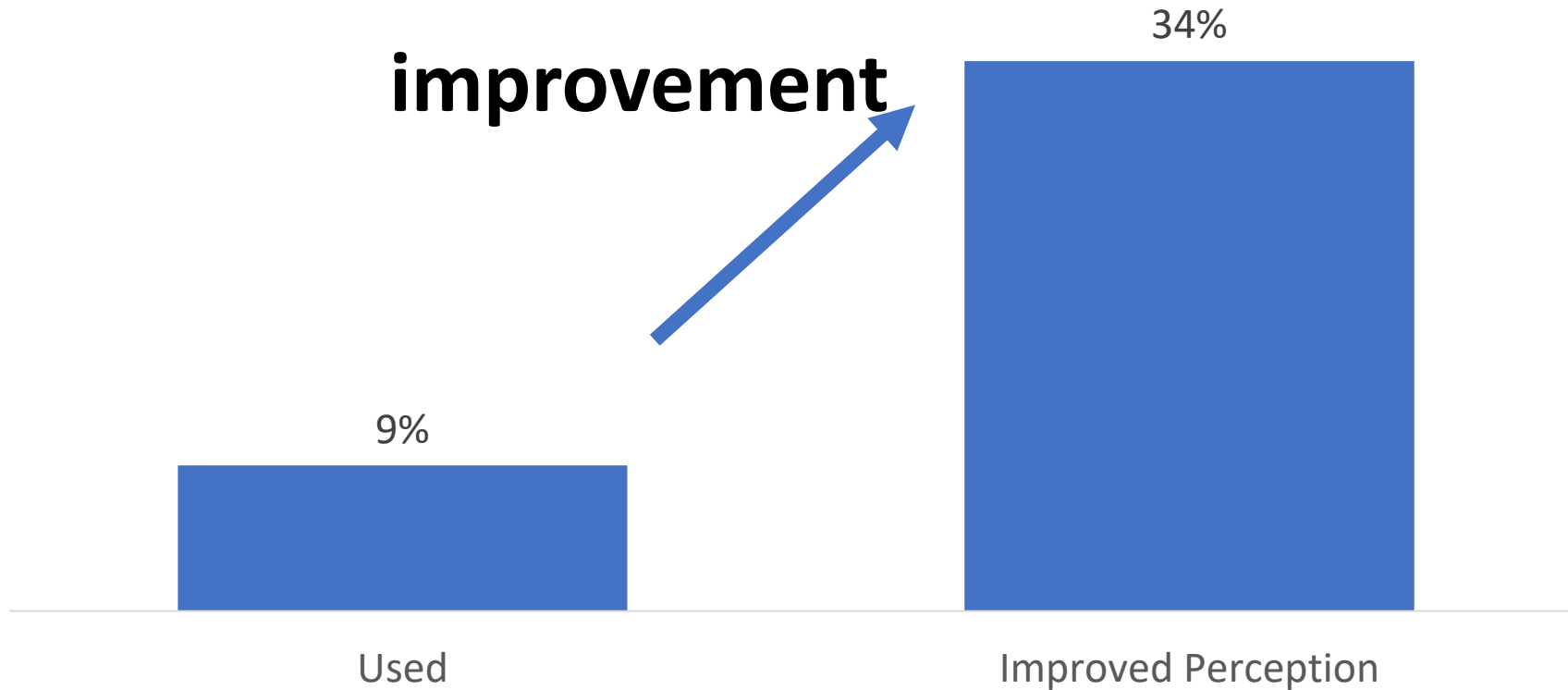
# The Effects of the

Partnerships are driving a disproportionate positive impact on brand perceptions

# Partnerships

## EFFECT OF THE PARTNERSHIPS

**3-4x  
improvement**





Questions?

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