



24 Hour Fitness Fact Sheet: Making A Difference

For Our Team, Club Members, Guests and Club Communities Served Nationwide

24 Hour Fitness Background:

- 24 Hour Fitness offers a network of more than 420 locations nationwide to serve nearly 4 million members throughout the U.S.
- An industry leader for 35 years, 24 Hour Fitness is opening new clubs at the pace of one every few weeks
- 24 Hour Fitness clubs offer a wide variety of group exercise programs, personal and group training, among other programs, to keep you engaged, motivated and working toward your own fitness goals
- We believe that the time you spend in the club should help make the life you lead outside of the club the best it can be.

We Create An Engaging and Fun Member Experience:

- **Our People:** We employ a passionate team of fitness professionals, creating long term connections between our trainers and members
- **Our Programs:** We offer world-class group exercise classes, small group training and personal training sessions
 - **New:** U.S. Olympic Committee Certified Trainer Program, Spartan certified fitness professionals; specialized training
 - **Every Month:** We host community wide fitness parties in our clubs throughout the U.S. to introduce our teams and fitness to consumers
- **Fitness Technology & Media:**
 - **Digital Solutions:** Creating alternative ways for members to grab their workouts—in club (video workouts on demand), at home, or on the go
 - **24GO™:**

Launched December 26, 24GO is the brand's revolutionary custom coaching app that takes the guesswork out of fitness by recommending the perfect workouts for you to do – at the gym or at home – based on what you like, what you've done and more. Members and non-members can work out anywhere, anytime to keep their focus on fitness and achieve results. From in-club workouts using the latest equipment, to programming designed to be streamed at home – 24GO helps people stay committed to fitness – and get the most from their workouts, inside and outside the club. 24GO provides:

 - ✓ Personalized workouts
 - ✓ At home programming
 - ✓ Access to 24 Hour Fitness Group X class schedules to easily browse and add classes to your calendar
 - ✓ Accountability: Provide your personal trainer access to view your workout dashboard so you can stay on track in between sessions
 - ✓ Progress and goal tracking within a single, meaningful dashboard
 - ✓ 24Life—Fully integrated with your 24 Hour Fitness in club check-ins, class schedules, 24Life articles, FitPerks rewards and more
 - ✓ World-class content from trusted partners
 - **24Life:** Our award-winning monthly digital magazine and daily blog
 - Delivers world class experts—best thought leaders, fitness pros, athletes, nutritionists to help you think, eat, move, recover better

- **Experiences:** Demonstrate 360 view of our relationship with members—in the club, on the go and outside the club
 - **U.S. Olympic Committee:** Continuing a 14 year partnership
 - **Team 24 Athletes:** Each Olympic and Paralympic Games cycle, we sponsor and support Team USA athletes named to “Team 24”
 - **Team USA Bootcamp:** Created to provide members with the opportunity to “Train Like An Olympian”
 - **USOC Trainer Certification:** *Exclusive* to 24 Hour Fitness; adds an additional layer of fitness expertise to our relationship with members and future Team USA hopefuls that train in our clubs nationwide
 - **Spartan Races**
 - **Onsite Race Day Activation (U.S. only)**
 - **SGX Training Program:** In clubs to prepare/train for Spartan races
 - **Trainer Certification:** “SGX Coach” certification for fitness professionals to guide and support the race training and preparation needs of Spartan participants
 - **Tournament of Roses (January 1, 2018; a beloved New Year’s nationally televised celebration)**
 - **Our Float:** “Proud Sponsor of Everyday Athletes”
 - Demonstrates our partnership with the U.S. Olympic Committee, Team USA, and our members—the “everyday athletes”—whom we help daily to reach their goals so they can lead the life they want
 - Opportunity to share personal fitness journeys of our members and employees—overcoming challenges to live a healthy life
 - **Community Outreach:** We work with the Tournament of Roses Foundation to support underserved communities

Growth:

- **New Clubs:** Opening new clubs at the rate of one every few weeks
- **Our Talent Pool:**
 - Leadership and career educational opportunities
 - Aggressive recruitment strategy
 - **Boots 24:** Commitment to employment opportunities for active and retired military personnel and their families; exceeded 2017 goal to employ 2,400

Social Responsibility:

- **The Power of Community:** When tragedy strikes, we are there to help our communities
 - Access to our clubs for residents affected by:
 - Hurricanes Harvey and Irma (recent natural disasters in the states of Texas and Florida)
 - North Bay and North LA Fires (recent natural disasters in the state of California)
- **Helping Hands Foundation:** Provides financial and relief grants to employees of 24 Hour Fitness and their spouses or declared domestic partners who are impacted by emergency hardship, natural disasters, among other serious matters.
- **Breast Cancer Awareness:** Through our annual nationwide Party In Pink in club celebration, among other activities, we have developed a long term partnership to bring awareness to this disease and contribute to the Susan G. Komen Foundation
 - 24 Hour Fitness is one of the largest contributors to the Zumba Breast Cancer Awareness Fund, which to date has raised over \$3 million