



HYDROMASSAGE®



HYDROMASSAGE STRATEGY



HYDROMASSAGE OVERVIEW

HydroMassage technology has been utilized by physical therapists, chiropractors, and other medical / wellness professionals for more than 30 years, and is now a part of most major health club companies.

HydroMassage provides your members a personalized, innovative wellness and recovery solution

- Relax, Recover, Rejuvenate. Great for muscle soreness, stress, and post-workout recovery
- Fully customizable for each member's needs based upon massage speed, intensity, massage location, and temperature
- Convenient, as the typical massage time is 10-15 minutes
- No staff is required to operate HydroMassage
- Does not require the member to disrobe or be touched by a stranger



HYDROMASSAGE IN THE NEWS

[IHRSA: Why Recovery is Essential to Health Club Retention](#)

[Club Solutions: Trending Recovery Offerings All Clubs Should Know About](#)

[IHRSA: Jumpstart Your Club's Non-dues Revenue Growth](#)

[IHRSA: The ROI of Recovery](#)

[Club Industry: Why Water Massage Can Be a Recovery Offering for Your Health Club](#)



HYDROMASSAGE BENEFITS

Key Benefits of HydroMassage:

**Increases Revenue
for all Clubs**



With a free massage for all new prospects on club tours, HydroMassage helps produce additional 10%+ upgrades for the premium membership and higher close rates for the club.

**Increases Retention
Rates**



HydroMassage has extremely high usage and satisfaction rates, and members return to the clubs in between work-outs specifically to get massage, which is great for increasing retention.

**Provides Members
Post-Workout Recovery**



Recovery is a one of the top trends in fitness. All member demographics love that they have a personalized, innovative wellness and recovery solution available every day.

**Differentiate Clubs from the
Competition**



One of the best marketing tools to bring in new potential members is to advertise massage is available every day with a membership.



INCREASED FOCUS ON RECOVERY

- Once an afterthought, recovery is now seeing greater emphasis
- Restorative and recovery-focused classes grew by 16% in 2017, making it the fastest growing trend of the year⁽¹⁾
- Fitness centers are increasingly adding recovery-focused amenities

CLUBS ARE DEDICATING SPACE TO “RECOVERY ZONES”

“Consumers are hearing about wellness, self-care and recovery. I believe adding recovery to a club will expand your reach into your community. [...] **The most prevalent recovery solution is HydroMassage. All clubs, low cost and high-end, are adding HydroMassage Zones, and members are using them as a post-workout relaxation and rejuvenation station.**”

- Allison Flatley | CEO
Flatley Consulting

“High-intensity workouts are just one part of the equation for better performance. **The other half is recovery.**”

- Pete McCall, MS, CSCS, Former
Exercise Physiologist for the
American Council on Exercise

ILLUSTRATIVE HEADLINES



The next hot trend in fitness? Recovery

Recovery: 2018's Hottest Fitness Trend

IS RECOVERY PROGRAMMING THE NEXT BIG THING
IN FITNESS?

Recovery-Focused Studio Concepts



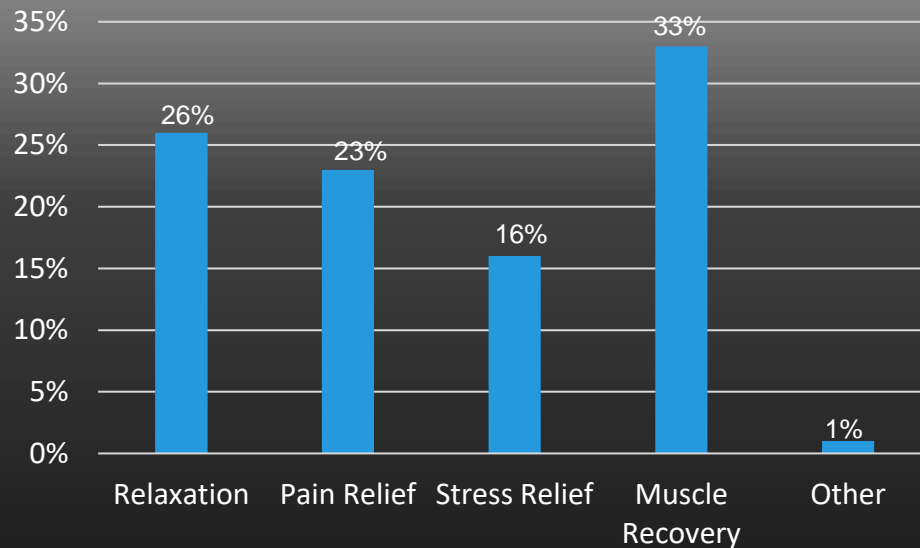
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HYDROMASSAGE VALUE FOR YOUR MEMBERS

HYDROMASSAGE MEMBER DATA

Why Do You Use HydroMassage?



Your members will describe HydroMassage by saying:

“Feels so good on sore muscles”

“Amazing!”

“A must for post workout recovery”



RECOVER



RELAX



REJUVENATE

HYDRO
MASSAGE

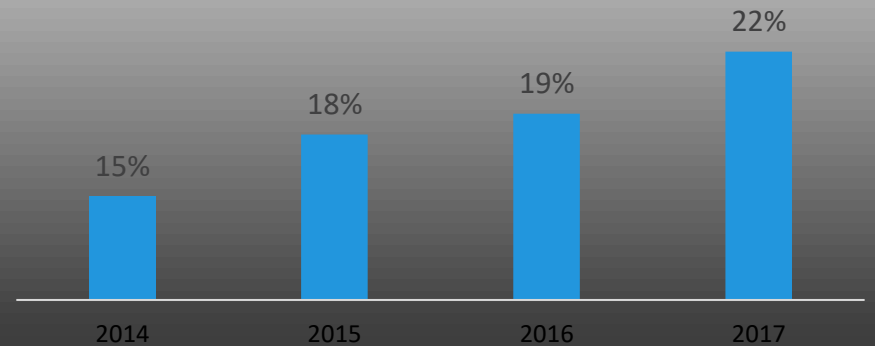


ENHANCED AWARENESS OF OVERALL WELLNESS



- 22% of Americans had at least one massage in 2017, compared to just 15% in 2014⁽¹⁾
- Turning to massage therapy to assist with medical conditions and to relieve stress
- Physicians and other medical experts are beginning to discuss and encourage massage therapy, pointing to its wide range of health benefits:

% OF AMERICANS WHO HAD AT LEAST ONE MASSAGE⁽¹⁾



AMTA 2018 CONSUMER SURVEY RESULTS

- 67%** Claimed primary reason for last massage was medical or stress related
- 88%** View massages as being beneficial to overall health and wellness
- 88%** Believe that massage can be effective in reducing pain
- 70%** Agree that massage therapy should be considered a form of health care
- 67%** Said their physician has recommended they get a massage



• (1) American Massage Therapy Association ("AMTA")



ACSM BENEFITS OF MASSAGE

*Post-workout massage therapy can also be a recovery strategy. Current research indicates that it is effective in **reducing muscle soreness and perceived fatigue** after exercise. Massage can **increase blood flow** to the area and has been shown to **decrease pain and inflammation** caused by metabolic products that have built up during exercise. Massage therapy should be performed after exercise.*



AMERICAN COLLEGE
of SPORTS MEDICINE
LEADING THE WAY







GREATER EMPHASIS OF PREMIUM MEMBERSHIPS

Premium memberships are critically important to HVLP models as they drive incremental profit at very low costs

“No doubt they have helped with our Premium membership sales, but the results are the best when we use HydroMassage in presale locations.

We see higher closing rates across the board; not just in our premium packages”

- Steve Strickland | CEO
Workout Anytime

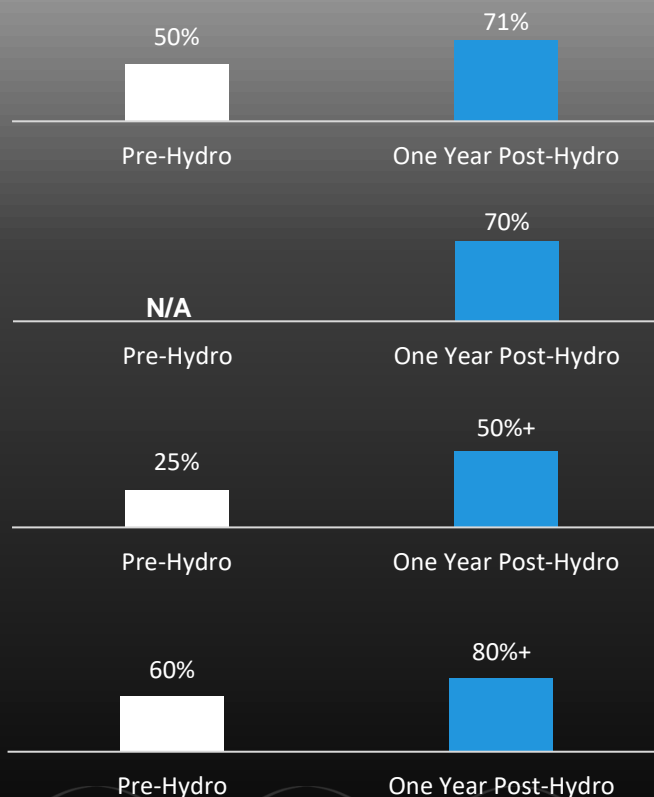
Brand	Costs	Additional Services
	Standard: \$10 Premium: \$23	<ul style="list-style-type: none">• Use of all locations• Unlimited guest visits• Amenities including massage chairs, HydroMassage and tanning beds• Discounts on drinks
	Standard: \$27 Premium: \$37-\$87	<ul style="list-style-type: none">• Digital coaching app• 3D body scans• Personal fitness profile• Increased amenities including HydroMassage• Unlimited BOOTCAMP sessions
	Standard: \$10 Premium: \$20-\$30	<ul style="list-style-type: none">• Group fitness classes• Video workouts• Amenities including HydroMassage and tanning beds• Guest privileges
	Standard: \$10 Premium: \$29-\$39	<ul style="list-style-type: none">• Monthly Success Sessions with trainer• Access to tanning• Access to HydroMassage• Additional family memberships

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PREMIUM MEMBERSHIP PENETRATION

Before and after results from clubs that added HydroMassage to a premium membership package

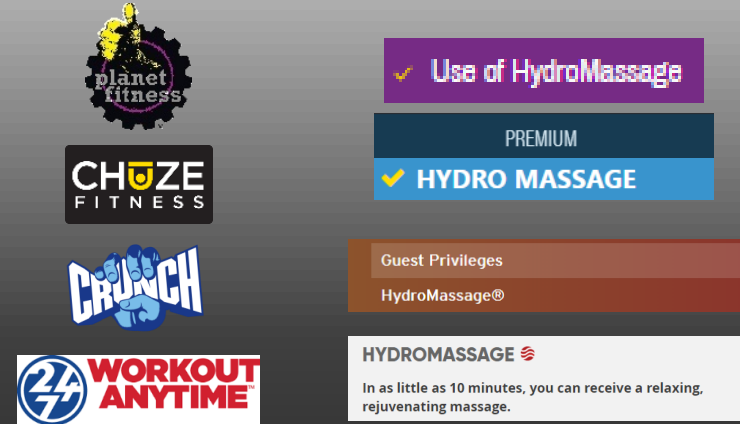




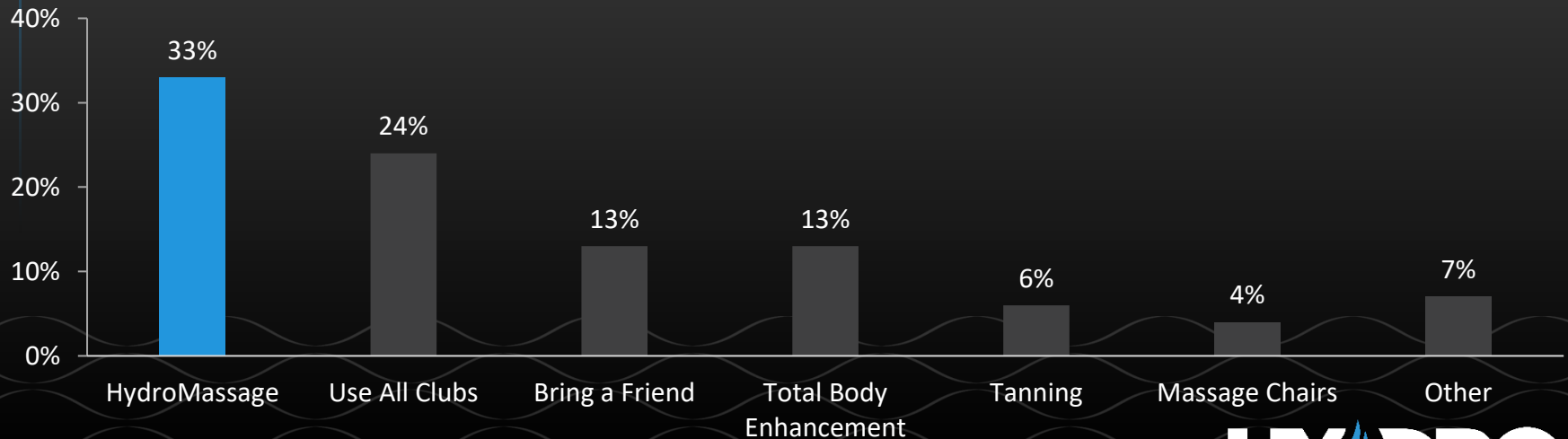
STRONG AND UNIQUE VALUE PROPOSITIONS TO FITNESS CLUBS

- “Must have” solution for fitness clubs by helping customers generate significant incremental profits
 - Prominently featured as a key benefit to buying a “premium” membership
 - Utilized in prospective new member club tours to help drive “upsells” to higher priced premium memberships
 - Complimentary HydroMassage session for prospective new members is part of many clubs’ sales processes
 - Sales associates have coined HydroMassage the “closer” when it comes to upselling members
 - Brand relationships use HydroMassage as a selling tool by offering limited free access upon joining

HydroMassage Customer Website Offerings



HYDROMASSAGE WAS CITED AS THE #1 REASON TO PURCHASE A PREMIUM MEMBERSHIP⁽¹⁾





RECOMMENDED STRATEGY

Strategy #1: Premium Membership Strategy (Recommended)

Based upon success with other large brands, HydroMassage results are best when packaged in a premium membership for **€10** more per month with other amenities / services like guest passes, group exercise, sports drinks, and member discounts.

BEST VALUE

Membership	BASIC	PREMIUM
Monthly Fee	€19.99 Per month	€29.99 Per month
Access to Clubs	One Club	All Clubs
HydroMassage Enjoy a soothing massage after your workout		Included
Sports Water Rehydrate after your workout		Included
Guest Passes Work-out with a friend whenever you'd like		Included
Group Exercise Custom training help when you need it		Included
	JOIN NOW	JOIN NOW





ALTERNATIVE STRATEGIES

Strategy #2: Stand Alone Profit Center

- HydroMassage (10-minutes per day) is offered as a membership add-on for €10-€15 per month.
- This is an easy add-on if the organization has a strong sales team with a track record of successfully selling other new profit centers to members
- This strategy is successful in clubs with high sales penetration (30% - 50%+) of other ancillary services

Strategy #3: Added-Value Service

- If retention rates are currently below expectations, HydroMassage is an excellent tool to help.
- In this scenario, HydroMassage would not be billed separately. Rather, it would be introduced as an added value service to maintain its current membership fees against competitive pressures.
- Can be introduced as a new wellness initiative which should be a part of every member's total wellness approach.
- The locations benefit from a measurable impact to new member guest traffic and year over year retention rates, as members will return to the club on off days





HYDROMASSAGE IS BELOVED BY ITS END USERS

CONSISTENTLY LAUDED BY END USERS ON SOCIAL MEDIA



AmerAKAn Doll

Favorite part about working out is the hydromassage chairs afterwards 😊



Sarah

So glad I got peak plus because this hydromassage is the best thing ever right now @CrunchGym 🥰🥰



Will

The best way to end your workout is on the HYDROMASSAGE! @chuzefitness



Catherine Warren

I switched gyms today. @PlanetFitness is pretty nice. I'll miss the classes from my old gym but now I'm kinda obsessed with these hydromassage chairs. ❤️



#MambaForever 🇺🇸🇩🇪

it's official. the HydroMassage is the best thing about Planet Fitness.



Samantha Proctor

Best purchase I make every month? My @PlanetFitness membership cause of the hydromassage chairs 🥰

EXCEPTIONAL NET PROMOTER SCORE⁽¹⁾

HydroMassage

BOASTS A NET PROMOTER SCORE OF **83**
(70 IS CONSIDERED TO BE "BEST-IN-CLASS")

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HYDROMASSAGE ZONE – EU FITNESS CLUBS

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HydroMassage Zone Design:

- Semi-private layout with open (4' or larger) entryways or glass entry wall
- 2-4+ HydroMassage units (or more as necessary in larger clubs)
- Located in high traffic area of the club to maximize visibility
- Relaxing, spa-like atmosphere / decor



HydroMassage can assist with 3D floorplan designs to evaluate different location options



HYDROMASSAGE ZONES – EU FITNESS CLUBS

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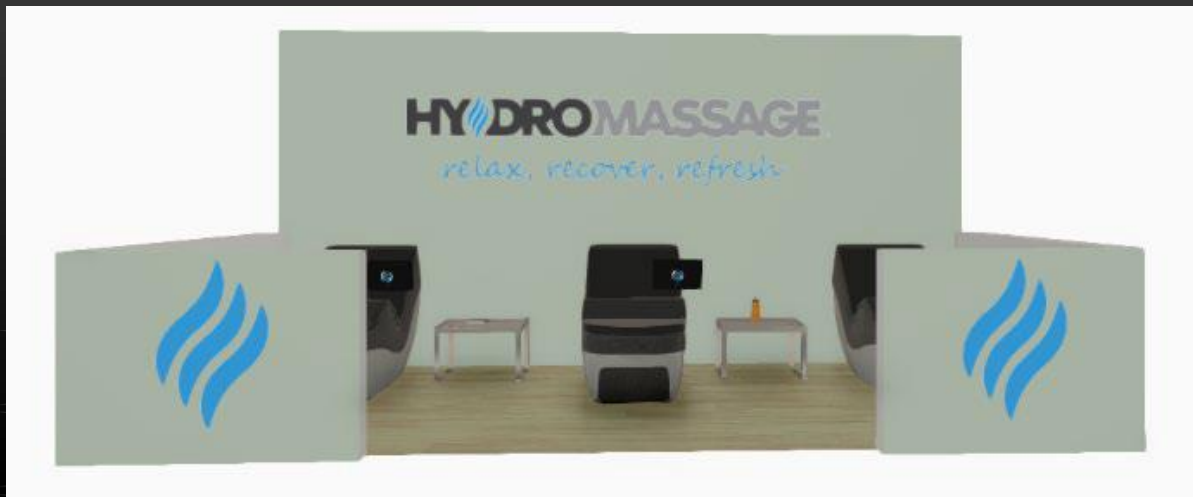
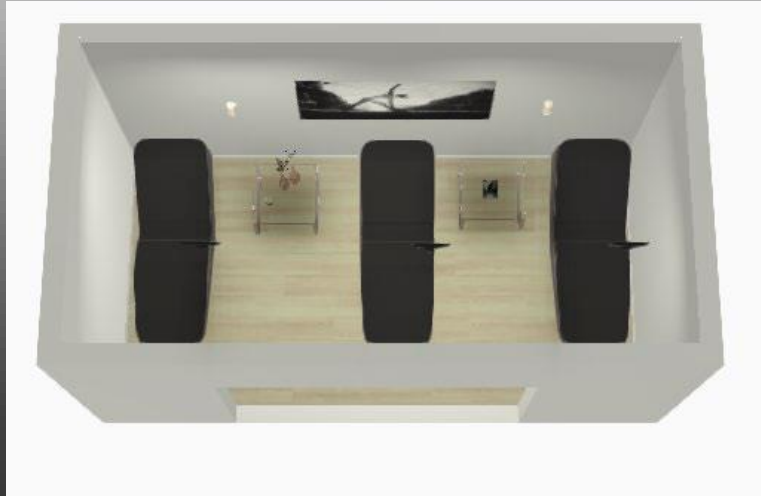


HYDROMASSAGE ZONES – US FITNESS CLUBS





HYDROMASSAGE SAMPLE 3D PLANS



HydroMassage can assist with 3D floorplan designs to evaluate different location options





NEXT GENERATION LOUNGE MODEL

- **PERFORMANCE**
Engineered to maximize performance with a smooth, customized and results producing massage from head to toe.
- **SMART INNOVATION**
Real-time monitoring, proactive maintenance alerts, user analytics and wide range of other mechanical technologies result in reliable performance and results.
- **PREMIUM EXTERIOR**
Contemporary, high-end design and color scheme





HYDROMASSAGE TOUCHSCREEN

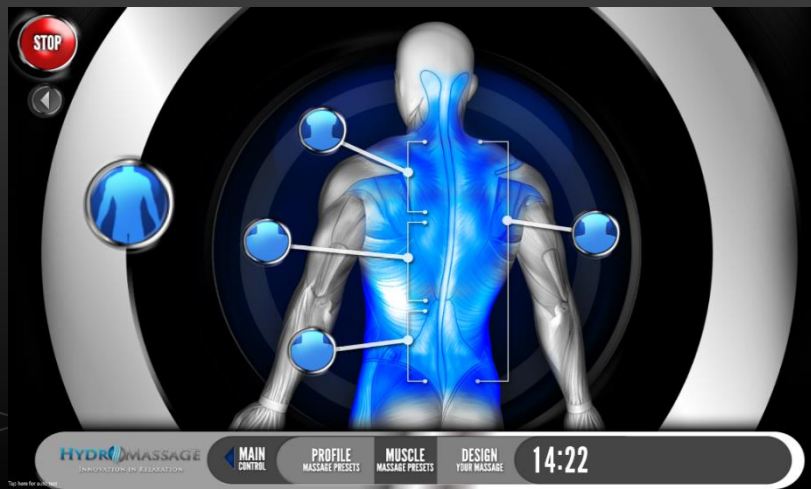


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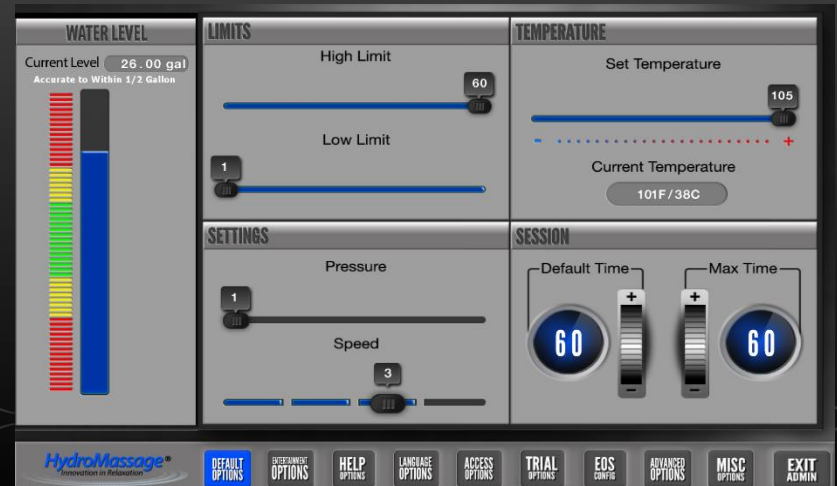


HydroMassage
Innovation in Relaxation

MAIN
CONTROL



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HydroMassage
Innovation in Relaxation

DEFAULT
OPTIONS

SYSTEM
OPTIONS

HELP
OPTIONS

LANGUAGE
OPTIONS

ACCESS
OPTIONS

TRIAL
OPTIONS

EOS
CONFIG

ADVANCED
OPTIONS

MISC
OPTIONS

EXIT
ADMIN

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WHY HYDROMASSAGE?

- Proven profit center in many fitness chains globally
- Market leader
- Best-in-class in technology and innovation.
- Only water massage Lounge model on the market
- Unattended, convenient massage system with intuitive Touchscreen Control
- High member usage and satisfaction rates
- Optional access control and real-time monitoring/support





WHY HYDROMASSAGE?





CLUBS WITH HYDROMASSAGE





PROFILES OF SUCCESS

Planet Fitness – 1800+ clubs

HydroMassage Zone Set-up: Two to six HydroMassage Bed and Lounge models in 1800+ clubs. HydroMassage Bed models are installed in the Black Card Spa area.

HydroMassage Strategy: HydroMassage is included in the Black Card membership package



Select the right membership for you		CLASSIC		BEST VALUE	
Have a Promo Code?		SALE EXTENDED!		BLACK CARD	
Enter Promo Code Here		\$10.00/MO		\$21.99/MO	
Apply		No commitment! Low \$1.00 Startup Fee. Offer Expires January 18th!		Low \$1.00 Startup Fee. Offer Expires January 18th!	
		Join Now		Join Now	
Unlimited Access to Home Club		✓		✓	
Free Fitness Training		✓		✓	
Reciprocal use of all Planet Fitness® Franchise Locations		—		✓	
Unlimited Guest Privileges at All Planet Fitness Locations		—		✓	
Unlimited Use of Hydromassage		—		✓	
Use of Tanning		—		✓	
Unlimited Total Body Enhancement		—		✓	
Unlimited Use of Massage Chairs		—		✓	
1/2 Price Cooler Drinks (Restrictions may apply)		—		✓	
PF Black Card T-Shirt		—		✓	
PF Black Card Key Tag		—		✓	
20% off Reebok products		—		✓	
WiFi		—		✓	



PROFILES OF SUCCESS

Crunch Fitness - 260+ clubs


HydroMassage Zone Set-up: Crunch Fitness clubs have between one and four HydroMassage Beds or Lounges

HydroMassage Strategy: HydroMassage is included with all Crunch Peak memberships.



"We make it part of our Peak membership in our Crunch franchise locations. Members are very surprised when they actually try it, and feel that it is a great value. We looked at other water massage units, but HydroMassage was the clear market leader."

- Mike Feeney, Executive Vice President of New Evolution Ventures

 Peak Plus \$1995* Monthly Recurring Payment	Base \$995* Monthly Recurring Payment
ACCESS TO 211 CLUBS	ACCESS TO THIS CLUB
SELECT	SELECT
INCLUDES Workout Essentials Locker Rooms with Showers Free CAMP CRUNCH Orientation CAMP CRUNCH: Online Nutrition Program Power Half Hour Circuit Training Free T-shirt Group Fitness Classes Crunch Live Video Workouts <u>Guest Privileges</u> <u>HydroMassage®</u> Tanning	INCLUDES Workout Essentials Locker Rooms with Showers Free CAMP CRUNCH Orientation CAMP CRUNCH: Online Nutrition Program Power Half Hour Circuit Training Free T-shirt
AVAILABLE ADD-ONS CAMP CRUNCH: Personal Training CAMP CRUNCH: Small Group Training	AVAILABLE ADD-ONS CAMP CRUNCH: Personal Training CAMP CRUNCH: Small Group Training





PROFILES OF SUCCESS

Chuze Fitness – 30+ clubs

HydroMassage Zone Set-up: Four to eight HydroMassage Bed and Lounge models in every club.

HydroMassage Bed models are installed in private rooms and Lounge models are in cinema-style rooms.

[See 8 unit HydroMassage Zone in Chuze Fitness here](#)

HydroMassage Strategy: HydroMassage is included in the Chuze premium membership package



“People love HydroMassage. We have several units in all of our clubs now. As a result of strong member demand, we actually bumped the number up to eight units in our newer locations.”

- Cory Brightwell, Co-Founder

BASIC	PREMIUM
PRETTY MUCH EVERYTHING	ADD EVEN MORE
<ul style="list-style-type: none">✓ Access to Chuze Westminster✓ 120+ pcs of Cardio Equipment✓ 55+ pcs of Strength Equipment✓ Free Weights✓ Chuze Cinema✓ Express Circuit✓ Turf Training Area	<ul style="list-style-type: none">✓ Access to All Chuze Locations✓ 120+ pcs of Cardio Equipment✓ 55+ pcs of Strength Equipment✓ Free Weights✓ Chuze Cinema✓ Express Circuit✓ Turf Training Area✓ FUN CLASSES✓ CYCLING✓ TANNING✓ HYDRO MASSAGE✓ LAP POOL & JACUZZI✓ INFRARED SAUNA✓ STEAM ROOM✓ WEEKEND GUEST PRIVILEGES <i>(access may vary by location)</i>
\$9.99 PER MONTH JOIN FOR \$1 OFFER EXPIRES 01/31/2018	\$21.99 PER MONTH JOIN FOR \$1 OFFER EXPIRES 01/31/2018
\$1 Signup Fee ⓘ \$39.99 Annual Fee ⓘ 12-month Commitment	\$1 Signup Fee ⓘ \$39.99 Annual Fee ⓘ 12-month Commitment
JOIN NOW	JOIN NOW

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PROFILES OF SUCCESS

VASA Fitness – 30+ clubs

HydroMassage Zone Set-up: 2-6 HydroMassage Lounge units per club, and HydroMassage is included in the premium Fitness monthly package.





South Jordan

	BASIC	FITNESS
	AS LOW AS \$9.99* \$49.99 ENROLLMENT	AS LOW AS \$19.99* \$9.99 ENROLLMENT
Month to Month	✓	✓
Weights & Cardio	✓	✓
Access to all locations	(One location only)	✓
Basketball & Racquetball	✗	✓
Swimming Pool	✗	✓
Aerobics & Group cycling	✗	✓
Tanning at select locations	✗	✓
Massage at select locations	✗	✓
KidCare with additional fee	✗	✓
Guest Privileges Available with additional fee	✗	✓

*Discount rate based on ACH checking account draft

Select PlanSelect Plan