

# A 3-Pronged Strategy for Member Self-Pay Fitness Program

## Digital Fitness Choices

**FREE** 200 Workout Videos  
Available to All Eligible Members

Curated Member Experience

4,000+ Workout Videos  
Available to All Enrolled Members

## Well-being Choices

Live Lifestyle Coaching:  
Exercise, Nutrition, and more

Digital Resources,  
Education & Classes

Connected!  
250+ Trackers & Apps

## Fitness Membership Choices

Standard Fitness Network Choices  
(11,000+) include Fitness Centers, Gender-Specific, Instructor-Based, Senior Centers, and sessions at Fitness Studios, Yoga, Pilates & more.  
Member price: \$25/mo.

Premium Fitness Network Choices  
(5,000+) include higher priced Fitness Centers, unique experiences like Rock Climbing Gyms, Rowing Centers, and sessions at Fitness Studios, Yoga, Pilates & more.  
Member price: \$30–\$200/mo.  
(substantial discounts on most memberships)

**FITNESS PROGRAM MEMBERSHIP**  
AS LOW AS  
**\$25/mo\***  
16,000+ FITNESS CENTERS  
4,000+ WORKOUT VIDEOS  
Active&Fit DIRECT™

**97%** Member Satisfaction

**69** NPS



### Active&Fit Direct Branding and Public Service

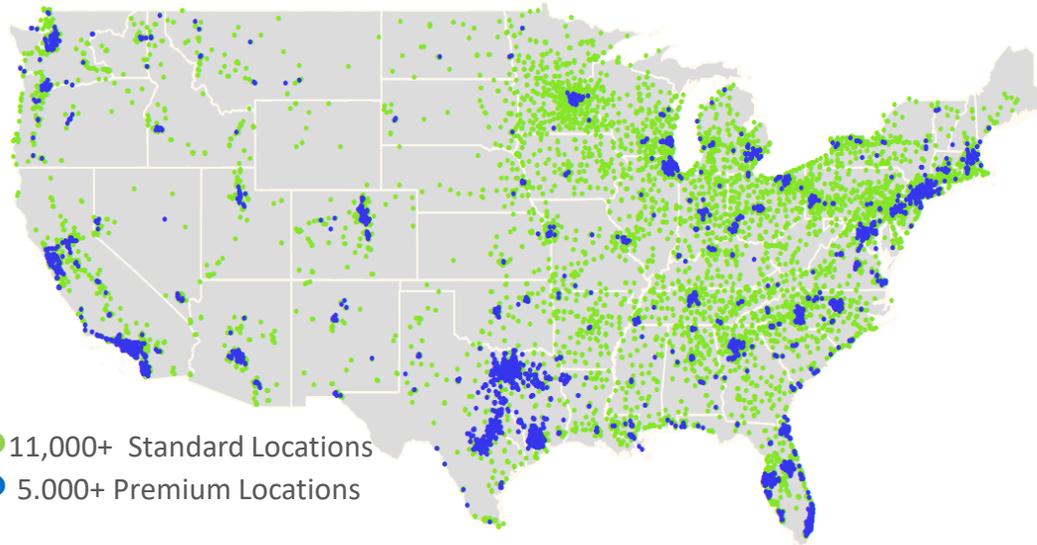
Fitness Class, Monday through Friday  
Free Public Access

- NO Long-Term Member Contracts
- NO Cost to Employer or Health Plan
- NO Eligibility Reports, Payroll Deductions, or Subsidization Requirements

# Active&Fit Direct Standard and Premium Networks – 7/1/21

Access to 16K fitness centers, fitness studios, outdoor group exercise sessions, community centers, and more

	Standard Network	Premium Network
Member Cost	\$25/Month (plus tax)	Monthly buy-up option (substantial discounts on most memberships)
Fitness Studios	Smaller location, limited services, typically only group fitness classes (Yoga Studio)	Higher-priced studios: Yoga, Pilates, CrossFit, Cycle, F45, Barre, Boxing
Fitness Centers	Traditional Coed Fitness Center with cardio and strength equipment (LA Fitness, YMCA) and Gender Only Fitness Centers (e.g., Curves)	Higher-priced fitness centers: YMCAs, acac, Crunch, UFC Gym
ActiveOptions	Instructor-led group fitness classes in non-traditional settings (parks, senior centers, churches)	Higher-priced instructor-led group fitness classes in non-traditional settings (parks, boot camps)
Activity-Based	Lower cost Swimming, Boot Camps, Martial Arts, Indoor Rock Climbing	Higher priced Swimming, Boot Camps, Martial Arts, Indoor Rock Climbing



- 11,000+ Standard Locations
- 5,000+ Premium Locations

