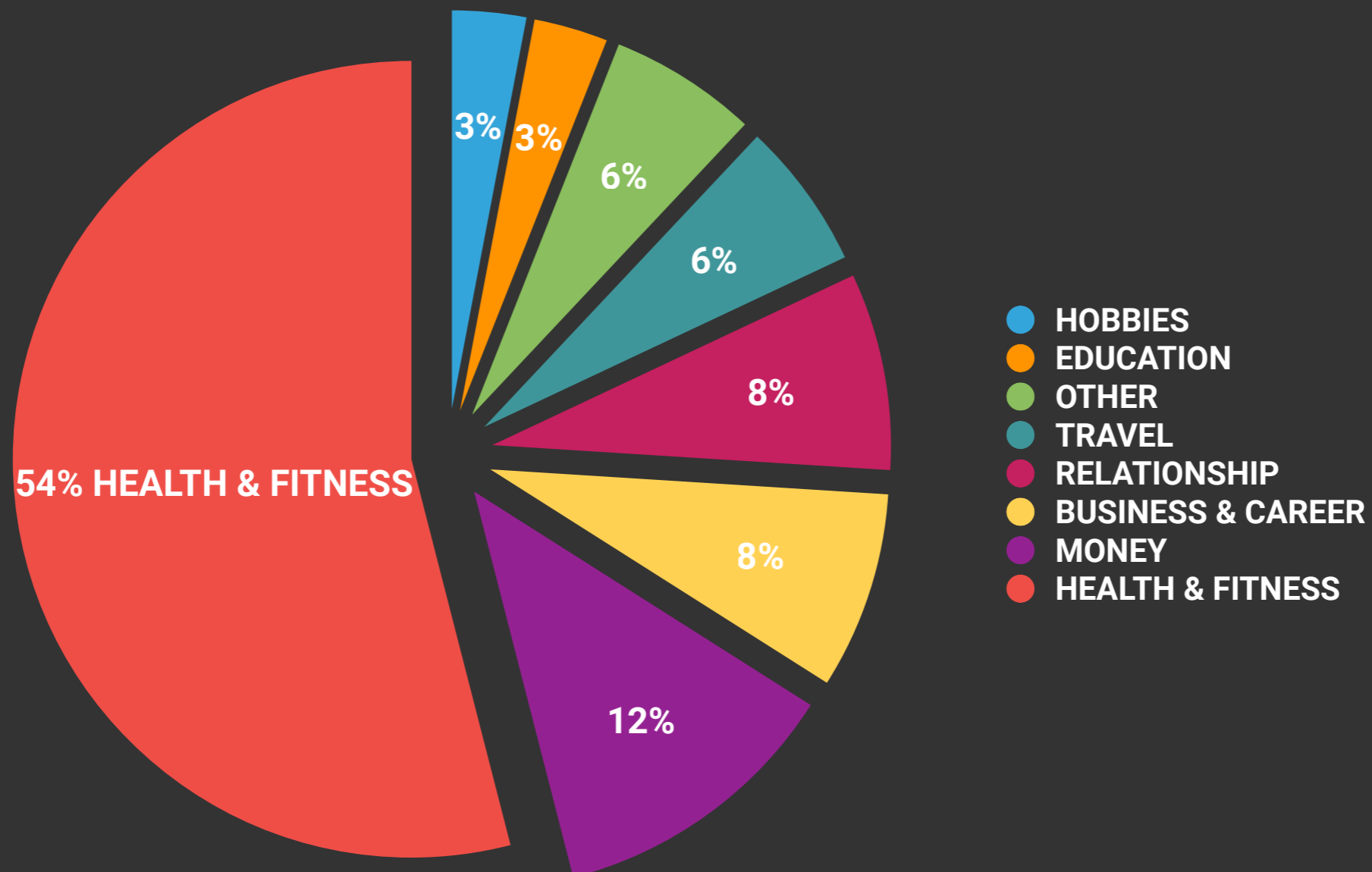


**SHREDDER**

# The #1 public focus today.

The focus on health and fitness is at an all time high. The stats of the last 3 consecutive years show no signs of interest decreasing anytime soon. The following survey results illustrate the type of goals people have had for 2016, 2017 and 2018; with health and fitness exceeding all other categories combined.

2016 NEW YEARS RESOLUTIONS ([FINDER.COM.AU](http://FINDER.COM.AU))



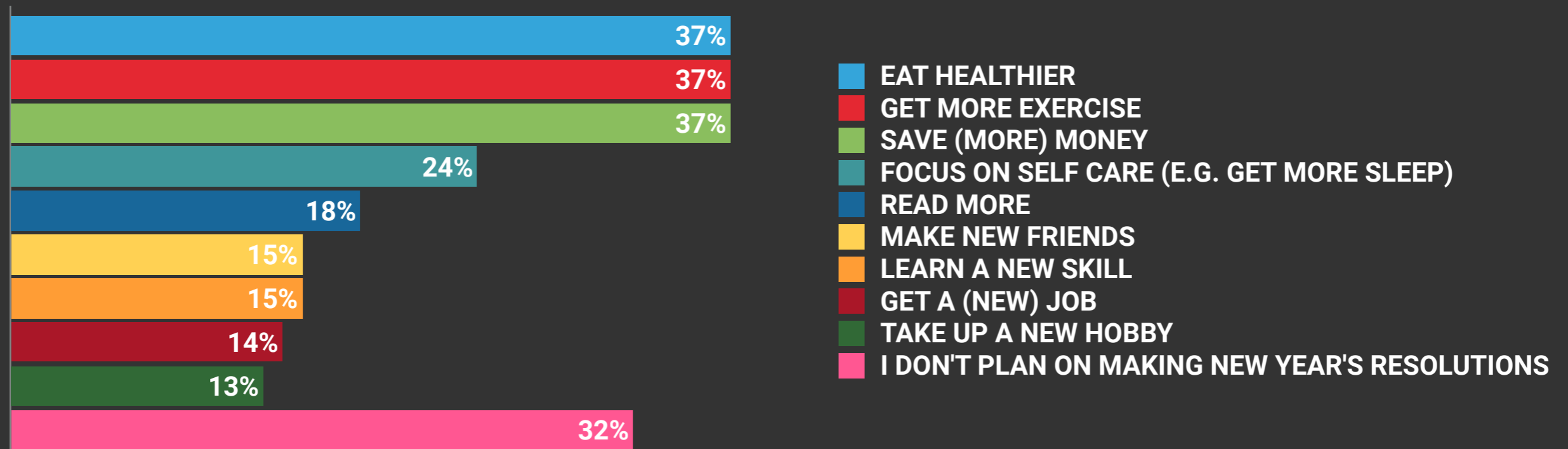
# A rapidly growing industry.

Surveys in 2017 and 2018 show a similar picture with health, fitness and wellness at the very top of public interest.

IN 2017, THESE WERE THE TOP 10 NEW YEARS RESOLUTIONS FROM STATISTIC BRAIN ([INC.COM](http://INC.COM))

1. Lose Weight/Healthier Eating
2. Life/Self Improvement
3. Better Financial Decisions
4. Quit Smoking
5. Do More Exciting Things
6. Spend More Time with Family/Close Friends
7. Work Out More Often
8. Learn Something New On My Own
9. Do More Good Deeds For Others
10. Find The Love Of My Life

THE MOST COMMON NEWS RESOLUTIONS FOR 2018 ([STATISTA.COM](http://STATISTA.COM))

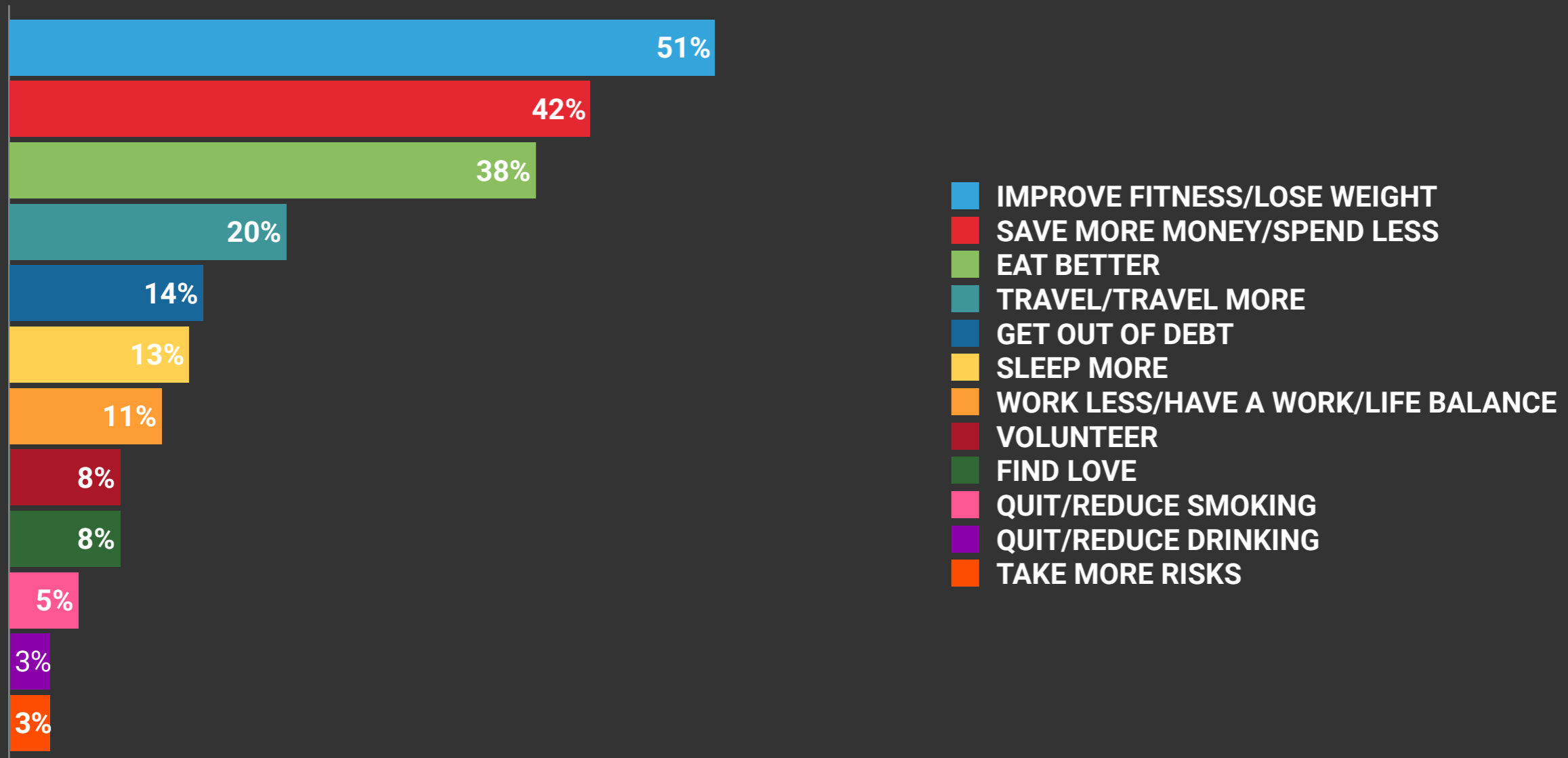


Multiple responses possible

# Getting stronger year after year.

Fast forward to 2021 and the world has changed drastically in so many ways. One thing is for sure, health and wellness is still the number one thing people are thinking about. Despite the major economic downturn and travel restrictions brought on by Covid, it's still well ahead of even financial or travel goals.

## TOP 12 NEW YEARS RESOLUTIONS IN 2021 ([FINDER.COM.AU](https://finder.com.au))



Multiple responses possible

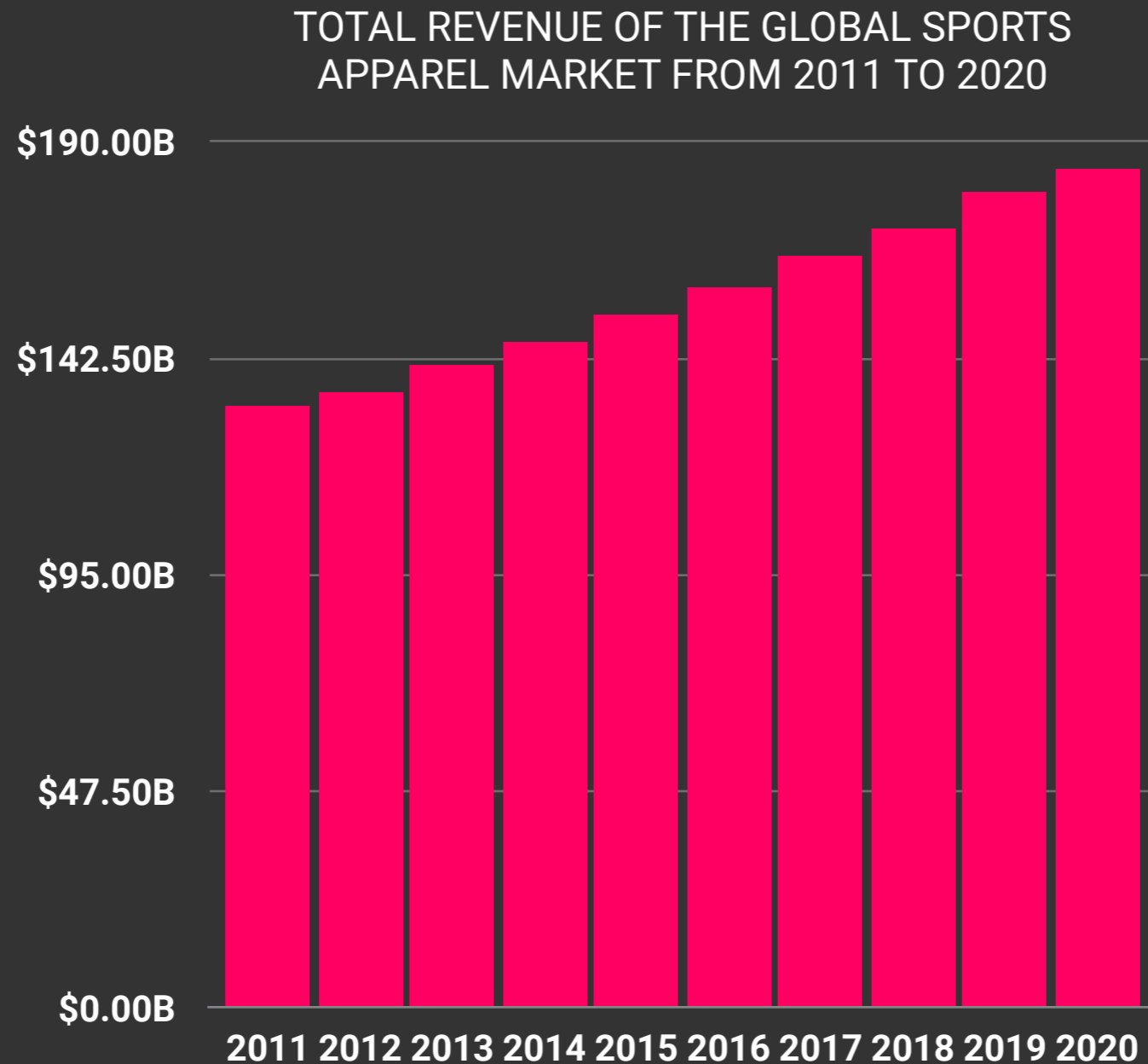
# Gyms & fitness clubs.

By 2020, the global health and fitness club industry generated estimated revenues of \$96.7 billion USD. The market had exceeded 200,000 fitness clubs/gyms and 180,000,000 members worldwide ([IHRSA](#)).



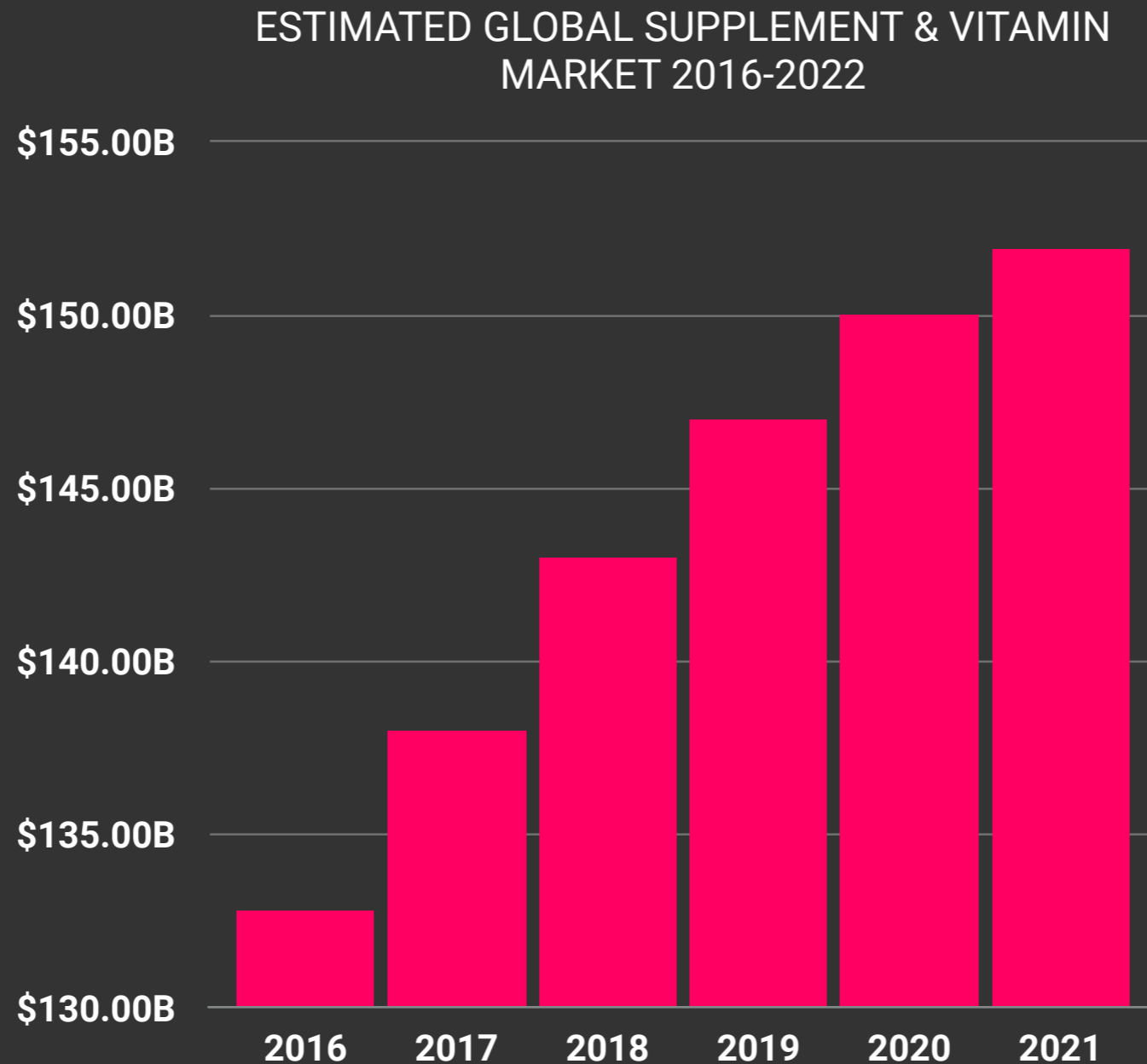
# Fitness apparel.

This timeline depicts the estimated total revenue of the global sports apparel market from 2011 to 2020. By 2025 it's predicted the global athletic apparel market will be valued at \$580 billion USD.



# Supplements.

In a report by Grand View Research, the estimated global dietary supplements market stood at \$132.8 billion USD in 2016. Witnessing a tremendous rise during the period from 2015 to 2021, the revenue in this dietary supplements market is set to reach \$272.4 billion USD by end of 2028.

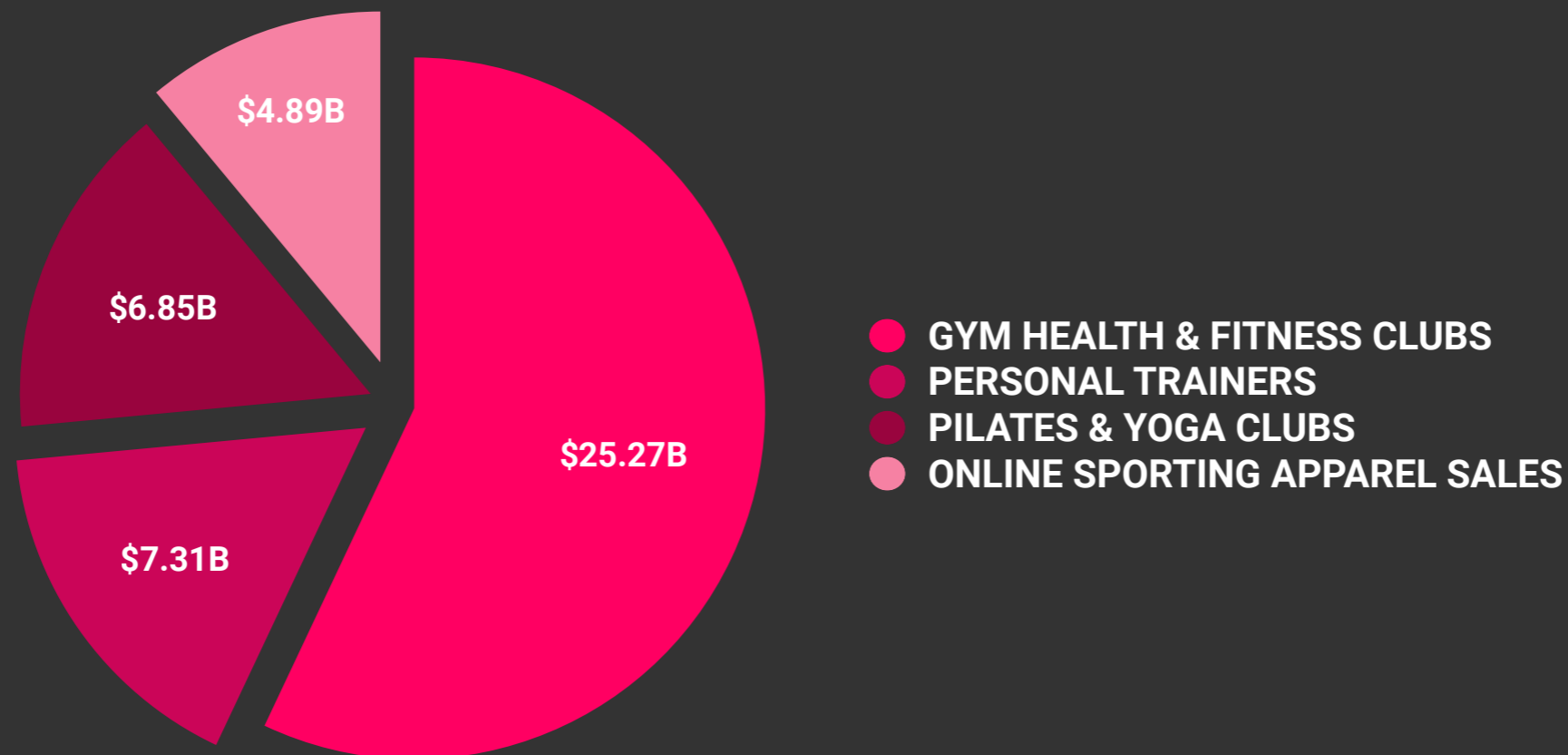


# Example fitness growth.

As an example of earlier growth in this space, Anytime Fitness reached the top of Entrepreneur's Franchise 500 list in 2014. The 24-hour fitness franchise hit No. 1 with nearly 2,500 units and 1.9 million members. As of 2018, Anytime Fitness has over 4,200 gym locations and 3 million clients in more than 32 countries. Each location is open 24 hours a day, 365 days out of the year.

"Traditionally, fast-food companies have been at or near the top of the (Entrepreneur) rankings. The fact that a fitness club franchise is at the top of the list this year says a lot about societal trends and what franchising analysts believe consumers will be looking for in the years to come," - Tom Gilles

U.S. FITNESS INDUSTRY REVENUE BY SECTOR IN 2012



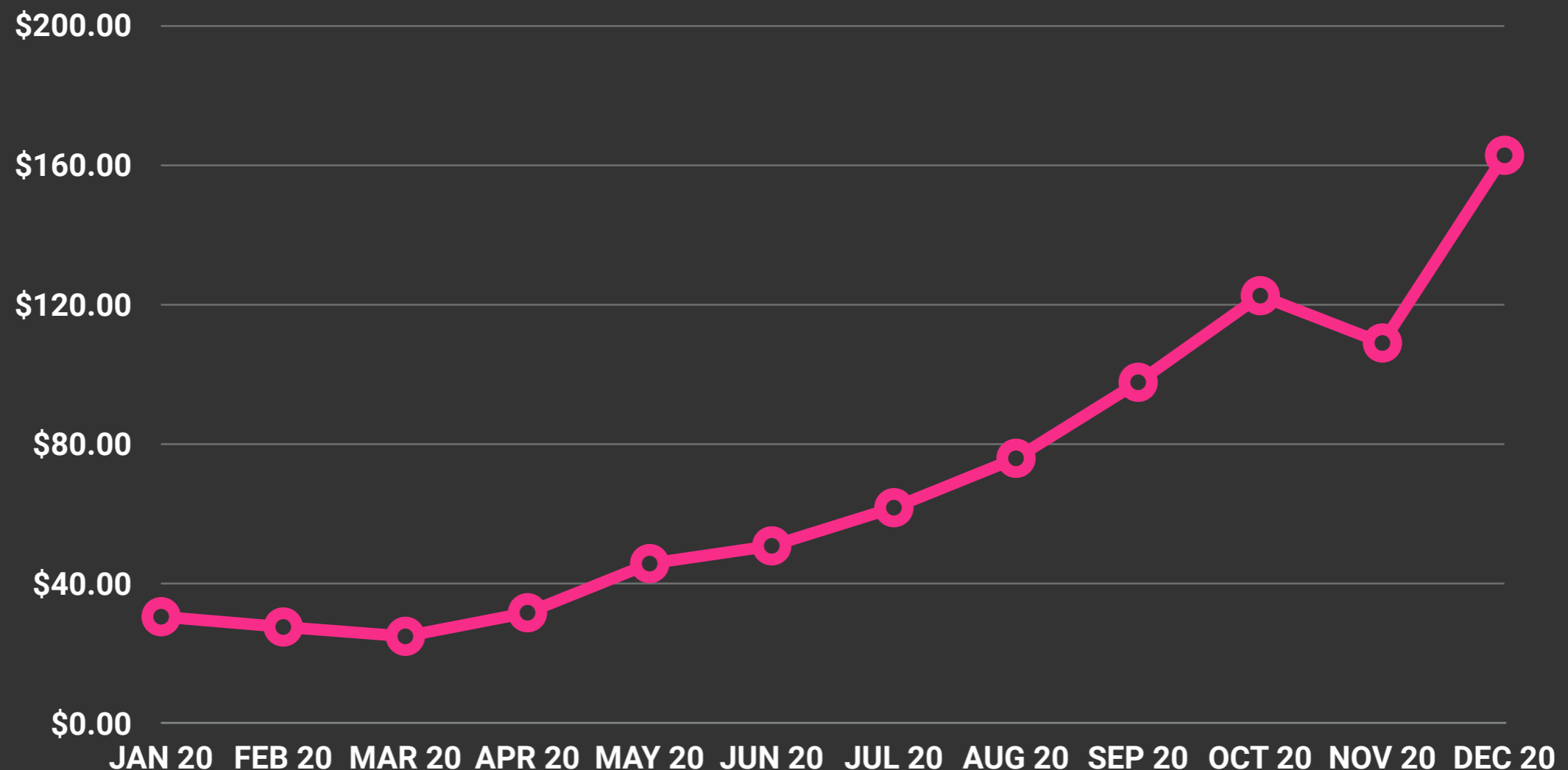


# Which isn't slowing down.

Peloton's September 2019 IPO valued the connected fitness company at \$8.1B USD. By December 2021, just over a year later, its share price was 5x with a market cap of over \$30B USD.

Peloton represents just a small segment of the health and wellness space, yet already accounted for \$1.83B USD in revenue during FY'20.

PELTON SHARE PRICE 2020-2021



# Huge potential.

“One out of every five Americans are heading to the gym” - Franchise help

“Research from Mintel states that 80 per cent of all online adults took some sort of exercise during the Covid-19 restrictions of the spring and summer, with 74 per cent of those aged 16-24 exercising at home.” - ELLE

“Not even a pandemic could hold Strava athletes back. We covered 10.6 billion miles in 2020 (that’s 1.2 million miles per hour), find out how many of them were yours. See your own personal totals for this wild year – available now, only in the Strava app.” - Strava

“The world sports apparel market is expected to generate revenue of \$184.6 billion by 2020, growing at a CAGR of 4.3% during the forecast period, 2015-2020. Growing health awareness, increasing disposable income and a surge in female participation in sports are the major factors driving the growth of the world sports apparels market.” - Allied Market Research

“Staying fit and healthy and losing weight were the two most popular New Year's resolutions for 2015, and doubtless the same is true for 2016. Mobile apps are ideal assistants for health, fitness, and weight-loss resolutions because they are always with you and they're quite personal. Fitness isn't something we can take care of in just one day. It requires daily habits and lifestyle changes, and a few little nudges in the right direction from your mobile phone might make all the difference.” - PC mag

“Transforming our living rooms and bedrooms into our very own at-home gyms, complete with skipping ropes, yoga mats and dumbbells. Last year, the E-commerce Times reported that sales of dumbbells during the 2020 lockdown period increased by 1,980 per cent compared to March and April in 2019 on eBay, respectively.” - ELLE

“According to the IHRSA (International Health, Racquet & Sportsclub Association), the \$30 billion health and fitness industry in the U.S. has been growing by at least 3 - 4% annually for the last ten years and shows no signs of slowing down anytime soon. If anything, it’s accelerating. Currently about 20% of American adults have a fitness club membership, a number that in my opinion could easily double in the next 10 – 15 years.” - Forbes

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