

HANDBOOK - HOW TO MANAGE THE CAMPAIGN

LET'S MOVE FOR A BETTER WORLD

12th - 27th March 2024

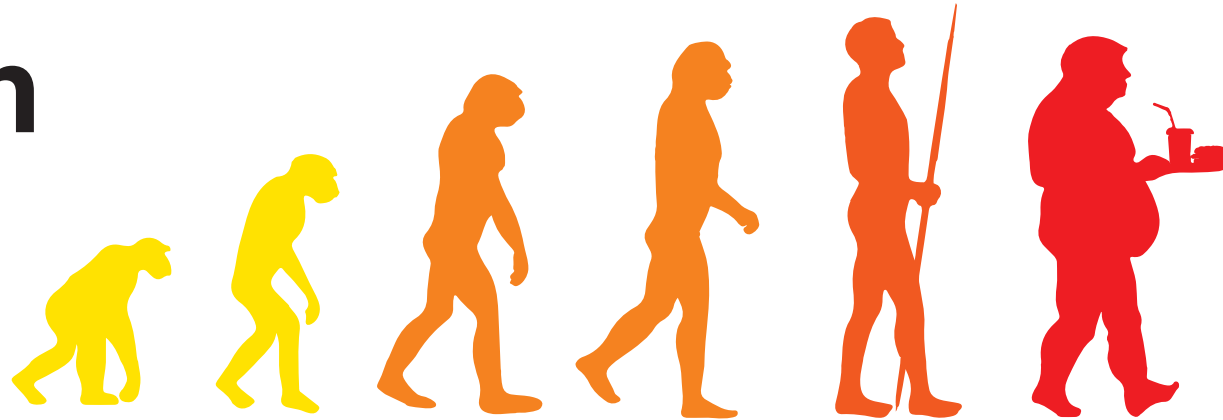


The Campaign

Let's Move for a Better World is the biggest social campaign of the fitness industry dedicated to raising awareness about the importance of movement for a healthy lifestyle. Get involved by registering your facility to participate in this year's events from March 12th to March 27th.

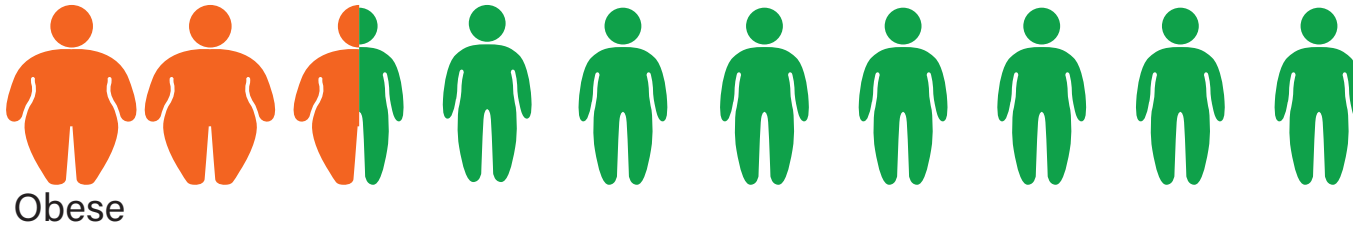


Why join



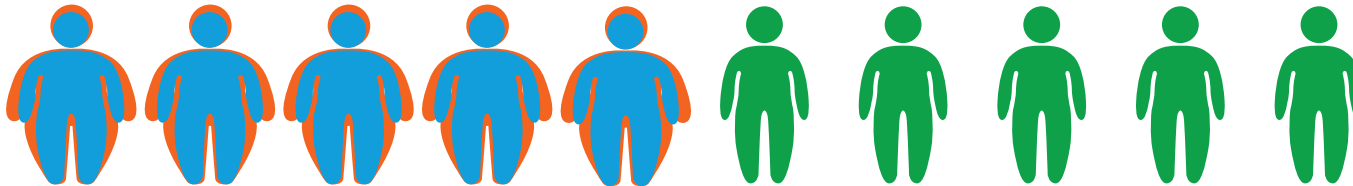
Sedentary lifestyles are bringing us closer and closer to the point of no return.

25%



Obese

50%



Obese or overweight

According to the World Obesity Atlas 2023, with this trend, by 2035, **1 in 4 people will be obese and 1 in 2 will be overweight or obese***.

By 2030, there will be nearly **500 million new cases of chronic diseases** attributable to physical inactivity, particularly **hypertension and depression****.

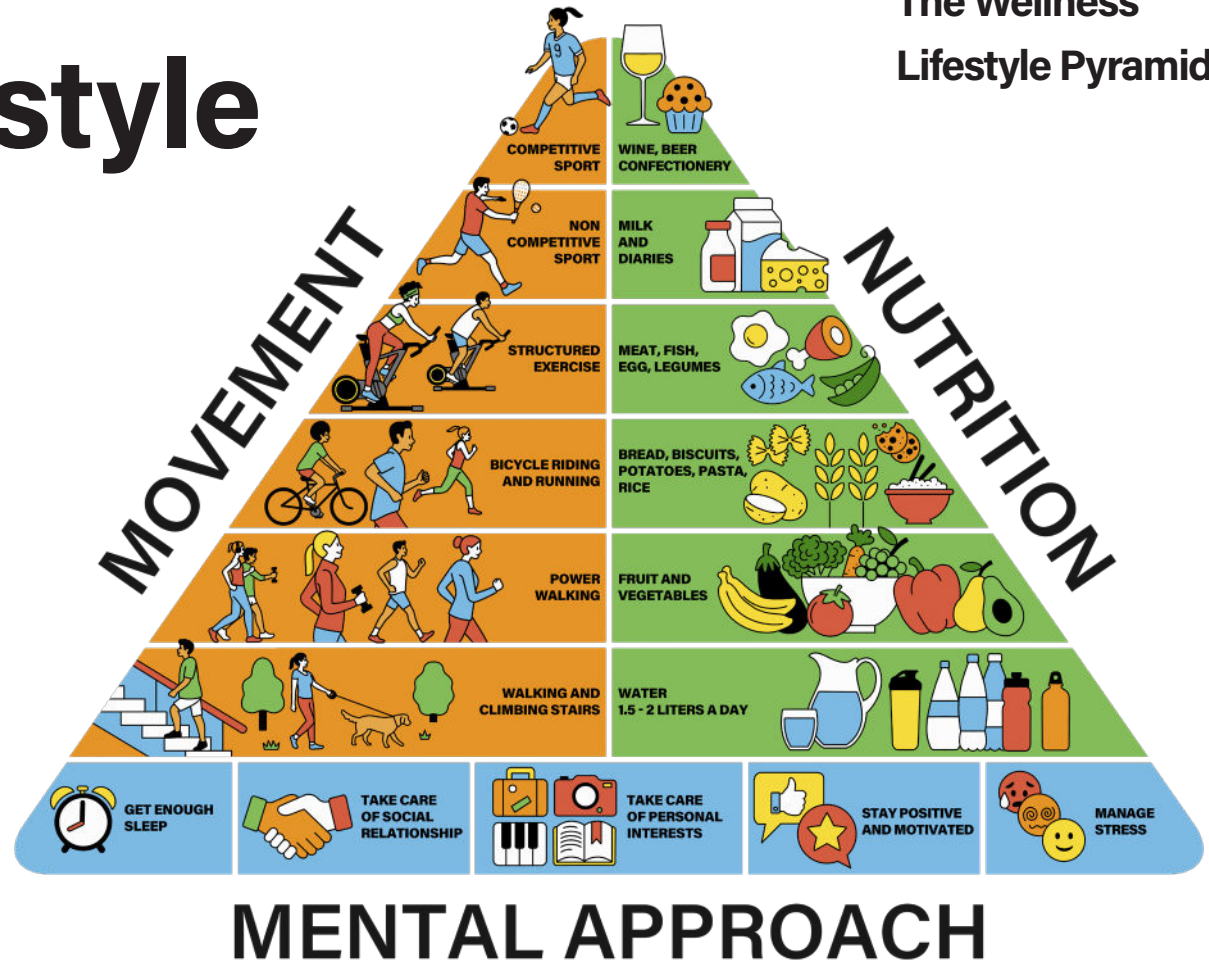
50% of the population say they never or occasionally engage in physical activity*.**

*World Obesity Atlas, 2023 **The cost of inaction on physical inactivity to public healthcare systems: a population-attributable fraction analysis, Andreia Costa Santos, Juana Willumsen, Filip Meheus, Andre Ilbawi, Fiona C Bull ***WHO, Global status report on physical activity 2022 & EU, Special Eurobarometer 525 - Sport and Physical Activity

Wellness Lifestyle is Medicine

Every day the challenge is to achieve the right balance that makes us feel good.

The Wellness Lifestyle Pyramid



The Wellness Lifestyle™ Pyramid, created by Technogym Scientific Research Department, illustrates the components of mental, physical and social well-being. Physical inactivity is related to a lack of energy and positivity in sedentary people. By channelling the positive energy of more active people, we can motivate those who are less active to adopt a Wellness Lifestyle, which is the best medicine for health.

With only 30 minutes of physical activity 5 days a week, you reduce the risks associated with obesity and chronic diseases, while reaching other important goals.

A global campaign to make the difference

In each of the last two editions, more than 200,000 participants joined 1,300 facilities in 50 countries. The campaign is a win-win opportunity for all stakeholders involved. It provides operators the opportunity to promote a healthier lifestyle and attract more people to their facilities.



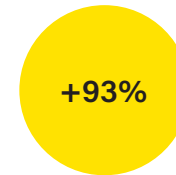
Make your contribution to fight physical inactivity and reinforce community engagement



79% of all respondents saw an increase in engagement of existing users and visits and motivation for visiting the facility



86% of all respondents saw an increase in team spirit in both staff and trainers



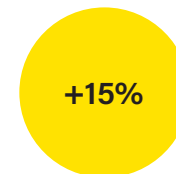
I WOULD RECOMMEND IT



I WOULD TAKE PART AGAIN

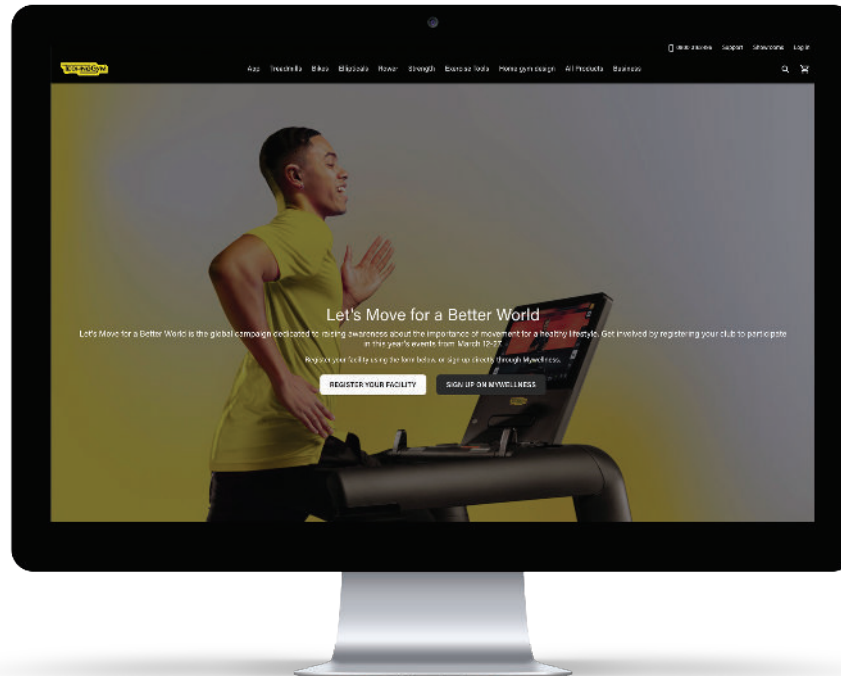


VISITS INCREASE



MEMBERSHIP INCREASE

How to register Operators



- Go to technogym.com/letsmove or your MW CRM account
- Register your facility by 1st March 2024
- Agree to the Terms & Conditions
- Check the marketing campaign we have created for you in your Mywellness CRM. Discover the toolkit with all the marketing materials that can be useful to run the marketing campaign.

How to join End Users



- Invite user of your community to take part to Let's Move for a Better World by joining the challenge through the Live platform or downloading the Technogym App / Mywellness App and create their account
- Make them click on the challenges section and join the Let's Move for a Better World campaign
- Make them log in every time they move, inside and outside the facility; they will collect MOVES that help your facility to win the prize
- Ask your community to share their best moments using our official hashtag #letsmoveforabetterworld and tagging @technogym.

How it works

For every 1,000,000 MOVEs collected by your facility thanks to the help of your community, you will be eligible to receive a Technogym Wellness Kit* to donate to a charity or school entity in your area, selected by you.

**1,000,000
MOVEs**

=



WELLNESS KIT

Get ready to donate MOVEs from 12th to 27th March 2024



*3 Wellness Kits maximum

How to collect MOVEs

Users can collect MOVEs that contribute to the initiative in the following ways:



1. Outdoor & On The Go

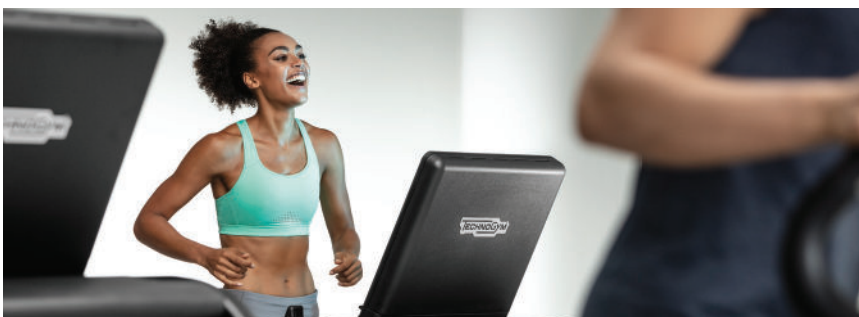
Users can collect MOVEs from activities **outside the facility** using:

- 3rd party GPS applications or devices connected to the Technogym account
- The GPS functionality in the Mywellness App or in the Technogym App



2. Workout

Users can collect MOVEs when doing **workouts** by using **heart rate devices** connected to the Mywellness App or to the Technogym App (Technogym Sessions and Technogym Routines are included). In addition, they can collect MOVEs by using **heart rate devices** when doing **workouts** on Technogym Visio.



3. Cardio & Strength Smart Equipment

Users can collect MOVEs by training on Technogym cardio or strength smart equipment connected to the Technogym Ecosystem, either directly from the equipment (if they are internet enabled) or via a Technogym device (Technogym Key or Mywellness Band) plugged into the Mywellness Kiosk.



4. Classes

Users can collect MOVEs by doing classes with connected Technogym smart equipment: GROUP CYCLE, SKILLROW, SKILLRUN, SKILLBIKE, TECHNOGYM BIKE and TECHNOGYM RIDE. They can also collect MOVEs by using heart rate devices when doing classes with TEAMBEATS™, SKILLRUN BOOTCAMP, SKILLX, STREAM through the Mywellness Kiosk.

● Max 2,000 MOVES/day

The maximum number of **MOVES per day** (not per workout) accepted from each User that has subscribed to the initiative is **2,000 MOVES**.



MOVES collected in the workout category without using heart rate devices will **NOT** count towards the initiative.



MOVES collected from manually tracked and uploaded activities will **NOT** count towards the initiative.