

WHY

wexer

SHOULD BE IN YOUR BUDGET FOR 2016

#1 VIRTUAL FITNESS: ONE OF THE FASTEST GROWING TRENDS IN THE FITNESS INDUSTRY

— % INCREASE IN PROGRAMS AND TRAINING 2013-2015* —



* also available as virtual classes via Wexer



— % INCREASE IN TECHNOLOGY USAGE 2013-2015* —

168%

Club-based mobile applications

163%

Online training services (e.g. virtual training)

156%

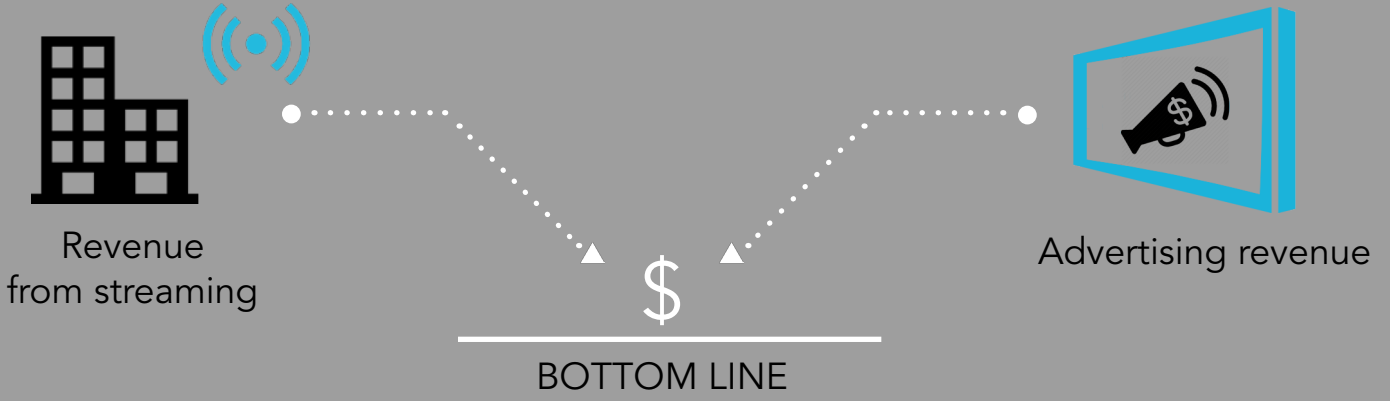
'Class Pass' or similar online program

144%

Online registering space in classes

*Data from the IHRSA 2015 International Fitness Trend Report

#2 VIRTUAL FITNESS: POTENTIAL TO BE A PROFIT CENTER RATHER THAN A COST



Potential revenue from Wexer's advertising and streaming solutions present a smart way to add to the bottom line

#3 VIRTUAL FITNESS: PROVEN TO BE A SOLID RETENTION TOOL

— MEMBERS JOINING DUE TO CLUB'S GROUP FITNESS OFFERING —



— INCREASE ON LIVE CLASS PARTICIPATION —



Virtual is a powerful retention tool to engage the modern fitness member as it enables members to engage with high quality content, leading to better fitness experience.