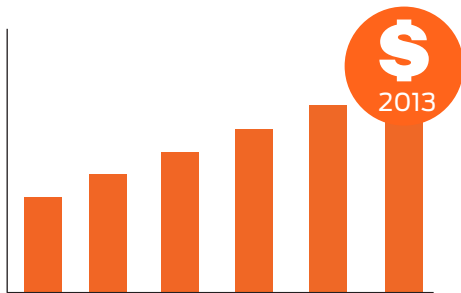


# FIT FACTS

## UNDERSTAND THE CHANGING DEMOGRAPHIC AND CAPTURE MORE OF THE MARKET

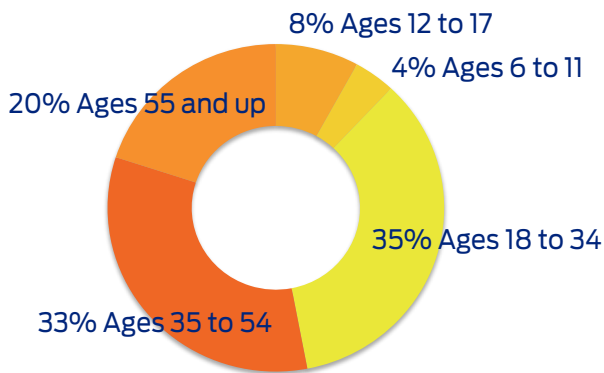
### 2013 U.S. HEALTH CLUB MARKET



REVENUE GREW TO  
**\$25.9**  
BILLION  
OVER LAST 5 YEARS

BASED ON IBISWORLD.COM

## POPULARITY OF FITNESS CLUBS HAS SPREAD OUT OVER ALL AGES



WHILE **CONSUMERS AGES 18 TO 54** STILL MAKE UP THE LION'S SHARE OF MEMBERSHIPS, REVENUE WILL BE DRIVEN BY TWO NEW DEMOGRAPHICS FOR THE INDUSTRY: **THE ELDERLY AND TEENS**.

BASED ON IBISWORLD.COM

## DEVELOP PROGRAMS & SELL PRODUCTS THAT ATTRACT...

### THE ELDERLY

LOW-IMPACT FUNCTIONAL FITNESS PROGRAMS AND PRODUCTS RELATED TO HEALTH MAINTENANCE, INCLUDING BLOOD PRESSURE MONITORING AND ACTIVITY TRACKERS



### TEENS

TAILOR FITNESS PROGRAMS & RETAIL PRODUCTS FOR TEENS RELATED TO YOGA, KARATE, KICKBOXING AND OUTDOOR ACTIVITIES

