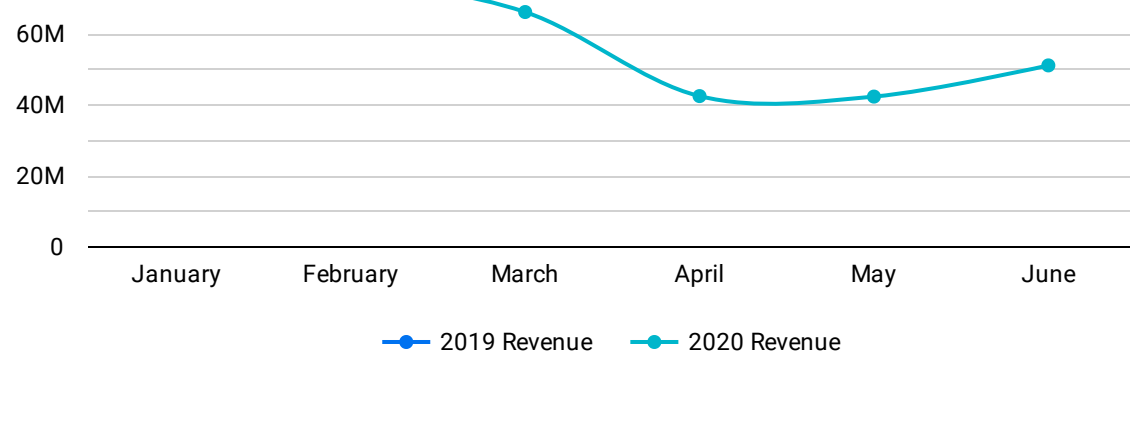


Gross Revenue

Revenue is beginning to stabilize and rise.

Total Payment Volume
Month Over Month



RECOMMENDATIONS

Payments revenue for June is 69.9% back to normal compared to 2019, with signs of slow recovery due to state re-openings. Keep your community connected and generate revenue with virtual class options, complimentary programs, and digital engagement. Get intentional with your marketing efforts as well as your member win-back plan. As the world navigates re-openings and closures, prospects will be searching for new communities to join. Let your community know your business is open and ready to power on.

Look below to find your re-opening status.

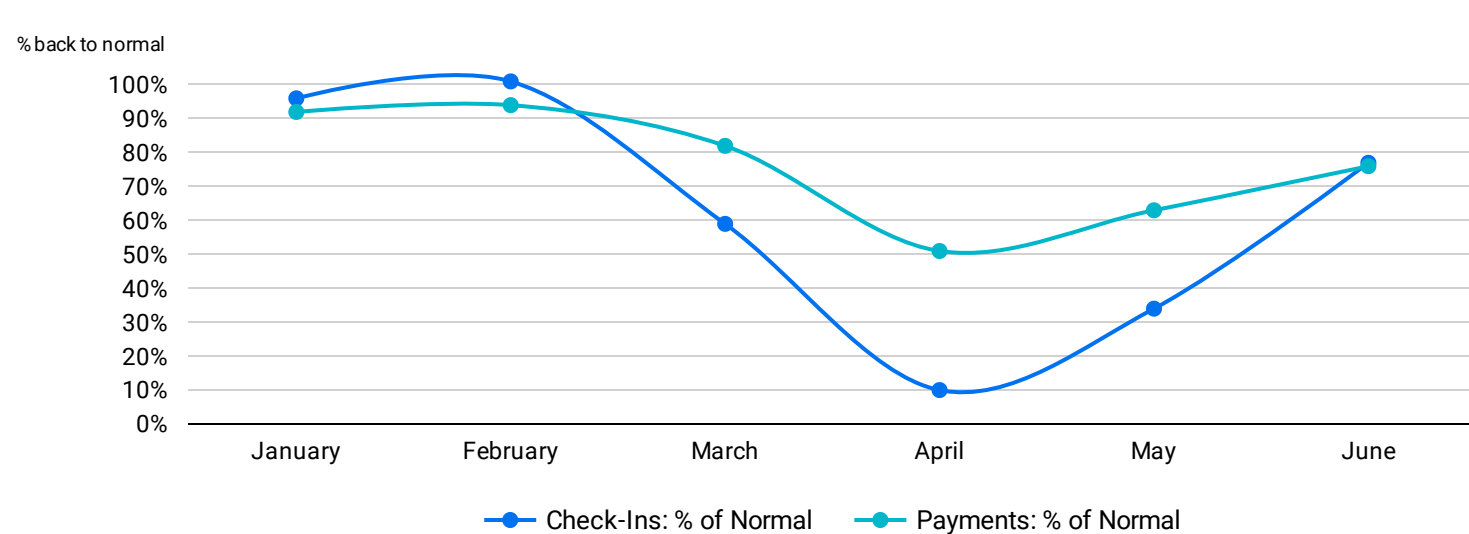
Compare the appropriate case studies to your current status for insights and recommendations.

Re-Opened in May

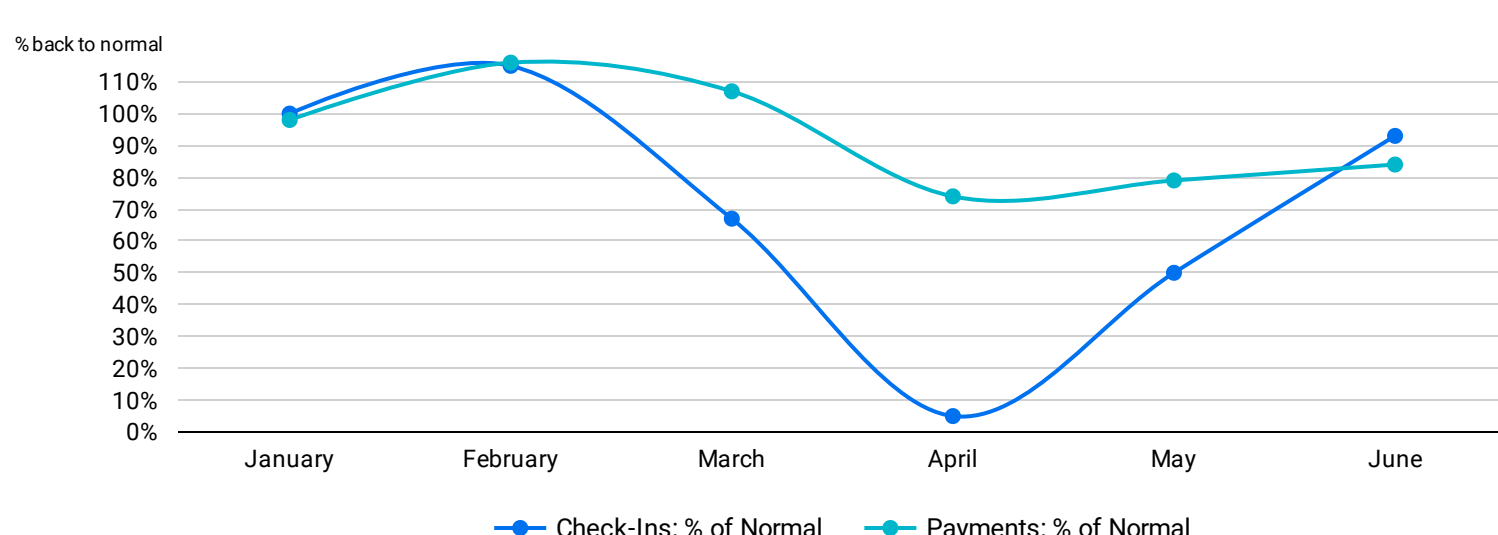
Check-ins fluctuate with fluid re-opening guidelines.

Check-ins are a key indicator of member confidence and ultimately business health.

Check-Ins & Payments in Arizona
% of normal, 2020 compared to 2019



Check-Ins & Payments in Alabama
% of normal, 2020 compared to 2019



RECOMMENDATIONS

Check-ins in states like Arizona and Alabama that re-opened early saw quick recovery of check-ins due to high demand. The takeaway from this case study is that members saw to return back to the gym. With this in mind, research and thoughtfully build your facility re-opening plan to keep members safe. Consider limiting class size and re-designing entry to limit contact with staff and members. Ensure your plan is flexible and nimble to react to cases rising and possible re-closures.

Re-Opened in June

Members are eager to return to and support their boutique fitness communities.

The rate at which members return to their boutique fitness communities helps forecast the rate of business recovery.

Check-Ins & Payments in Minnesota
% of normal, 2020 compared to 2019

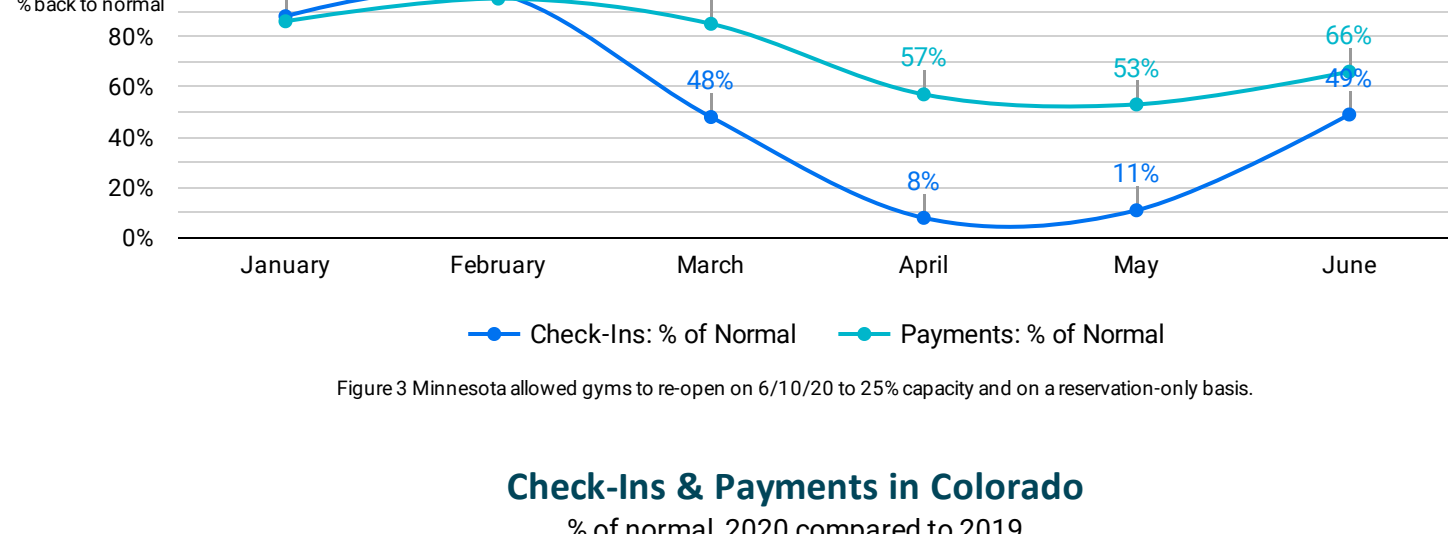


Figure 3 Minnesota allowed gyms to re-open on 6/10/20 to 25% capacity and on a reservation-only basis.

Check-Ins & Payments in Colorado
% of normal, 2020 compared to 2019

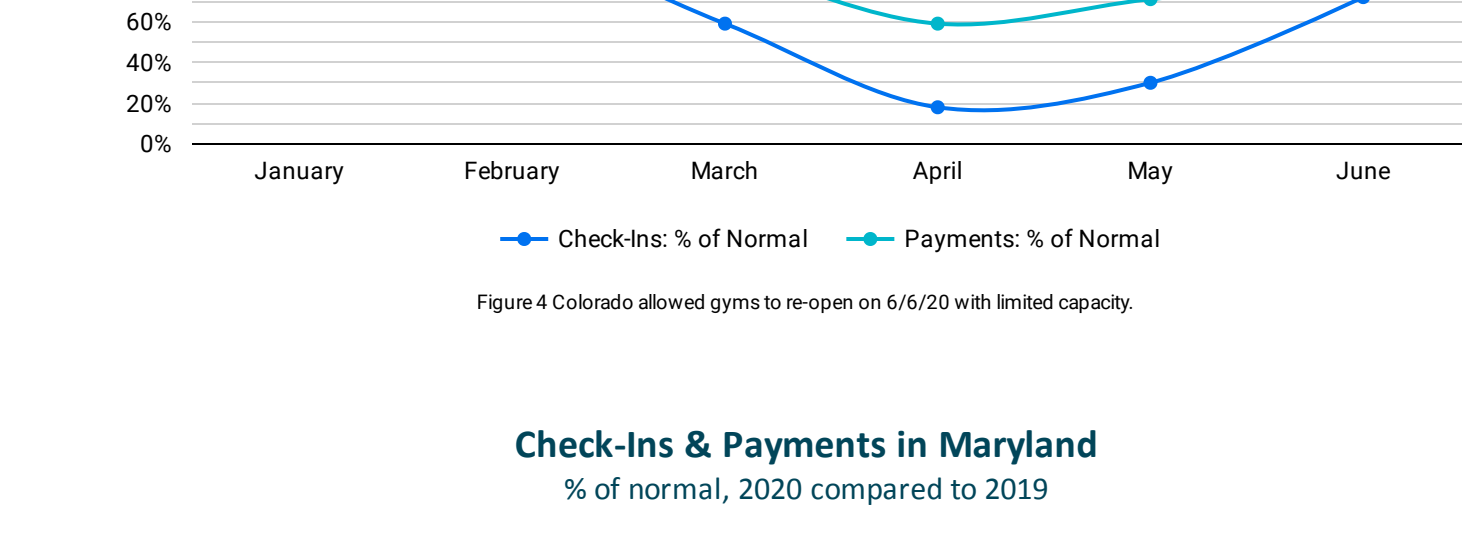


Figure 4 Colorado allowed gyms to re-open on 6/6/20 with limited capacity.

Check-Ins & Payments in Maryland
% of normal, 2020 compared to 2019

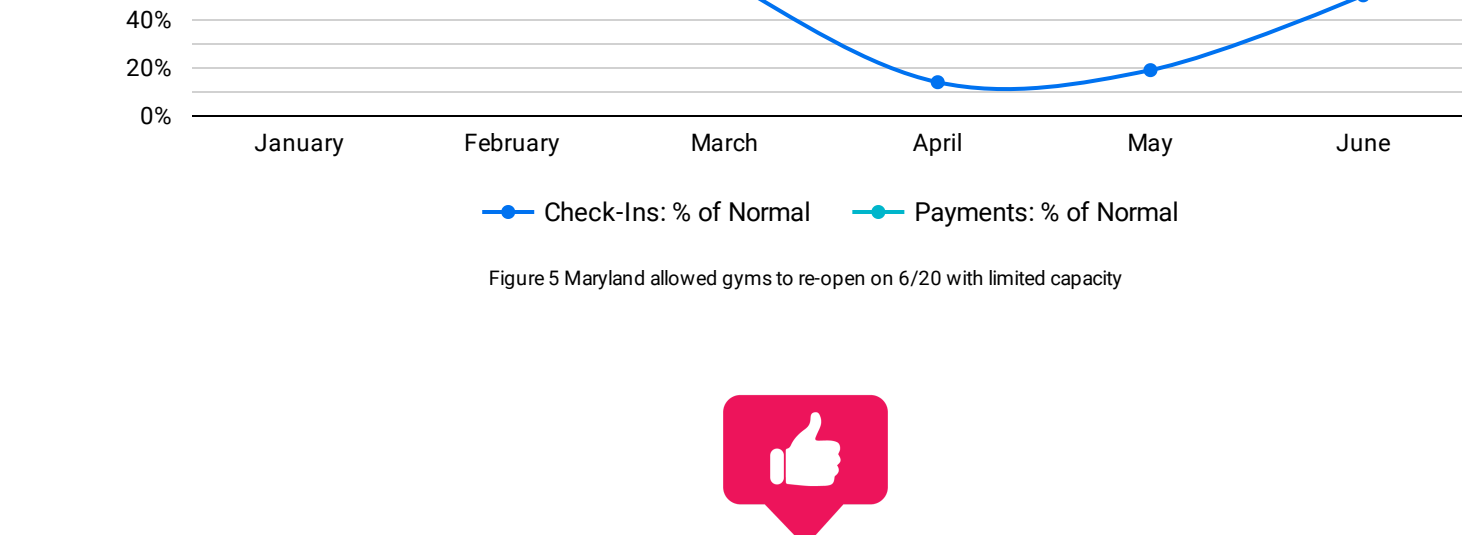
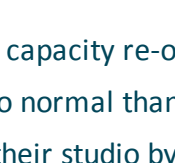


Figure 5 Maryland allowed gyms to re-open on 6/20 with limited capacity



RECOMMENDATIONS

Check-ins and revenue both rose with limited capacity re-openings in states like Colorado, Maryland, and Minnesota. However, revenue for June was closer to normal than check-ins. The takeaway here is members in these states are loyal and want to continue supporting their studio by paying membership dues, but they are hesitant to return in-person. It may also reflect a collective acceptance of virtual class options and digital engagement. Leverage multiple communication channels and digital marketing tactics to engage members and encourage virtual adoption.

No Stay-At-Home Orders

States without stay-at-home orders were still significantly impacted.

These key performance indicators reveal the big picture reality of the economy and its impact on fitness businesses nationwide, across all kinds of state mandates.

Check-Ins & Payments in Nebraska
% of normal, 2020 compared to 2019

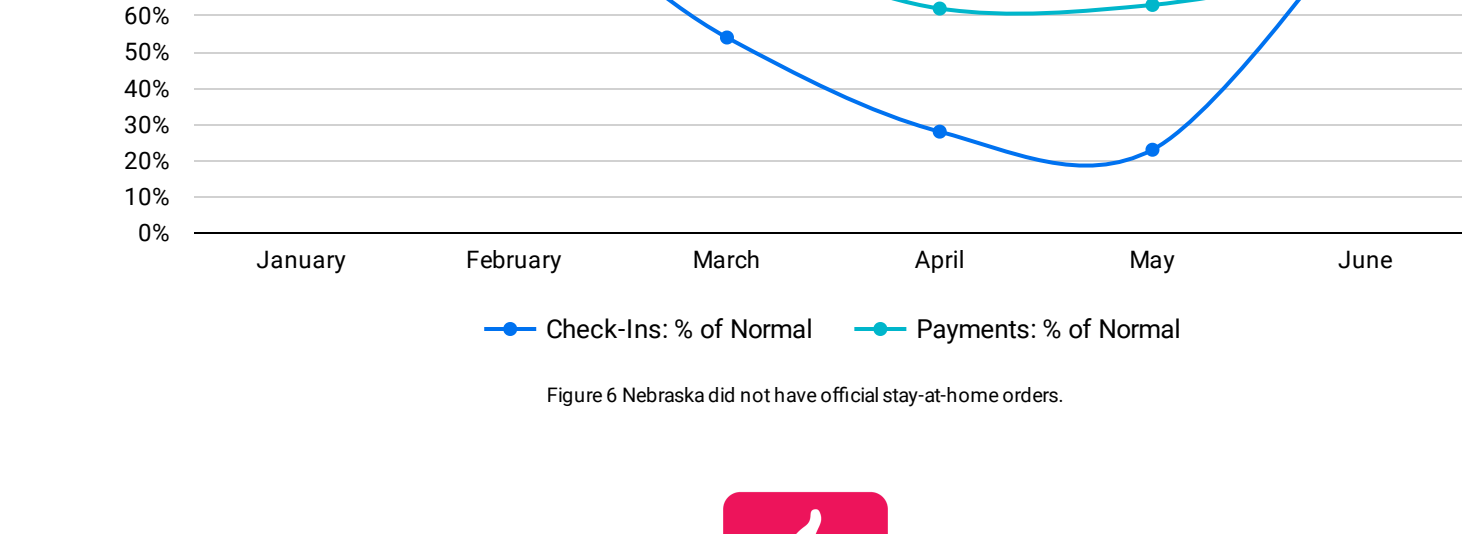
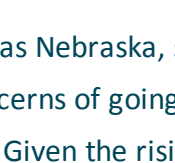


Figure 6 Nebraska did not have official stay-at-home orders.



RECOMMENDATIONS

States without mandatory stay-at-home orders, such as Nebraska, still experienced a dramatic downward slide of check-ins and revenue in April, proving member health concerns of going to the gym. That has since normalized and states like this have begun seeing recovery for both indicators. Given the rising cases nation-wide, there is a possibility that states who didn't initially close, do in this new wave. Prepare for these closures by having smaller class sizes, virtual offerings, and hybrid memberships to keep members engaged and active in your community. Now is the time to establish a plan to survive and thrive through possible uncertainty.

State Has Not Re-Opened

Members are still supporting and engaged in their fitness communities.

Revenue data displays the power of member loyalty and community engagement.

Check-Ins & Payments in Massachusetts
% of normal, 2020 compared to 2019

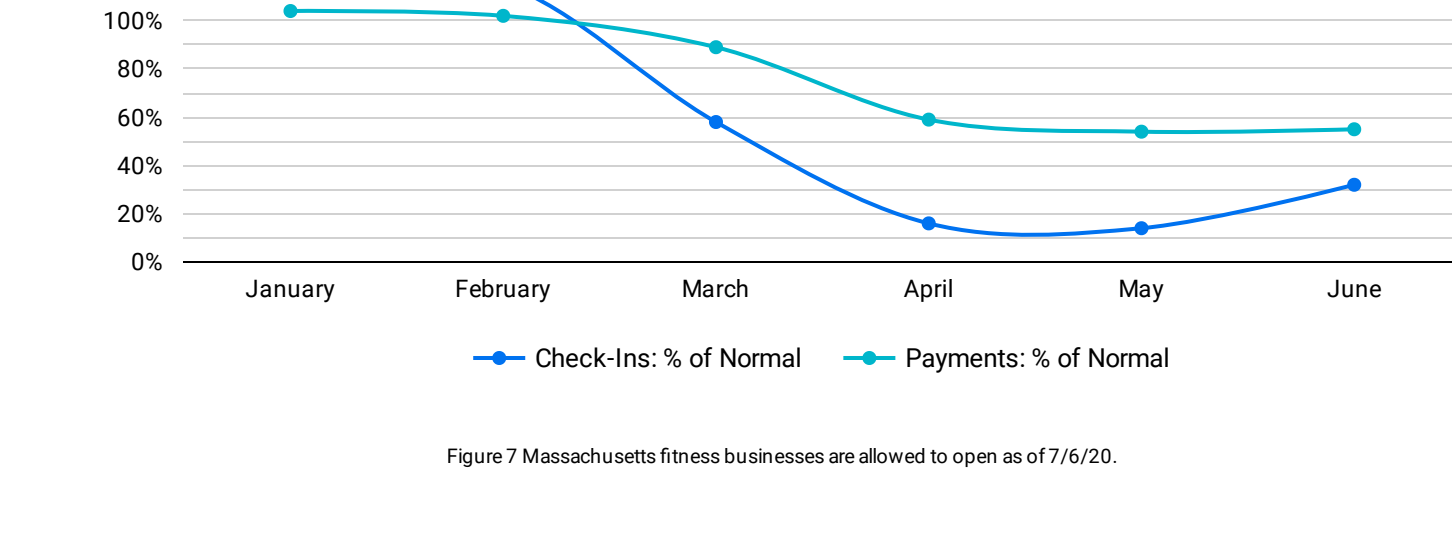
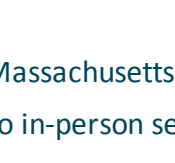


Figure 7 Massachusetts fitness businesses are allowed to open as of 7/6/20.



RECOMMENDATIONS

For states that had not re-opened through June, like Massachusetts, payments revenue stabilized but was still in recovery. This shows members are paying their dues despite no in-person services being available. Keep educating, inspiring, and connecting with your community through digital techniques and tools. Whether a member is active or inactive, this steady communication will pay off. If your state and business is ready to re-open, invite your community back while being clear about the new safety guidelines and enhanced digital offerings.