

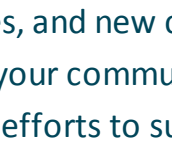
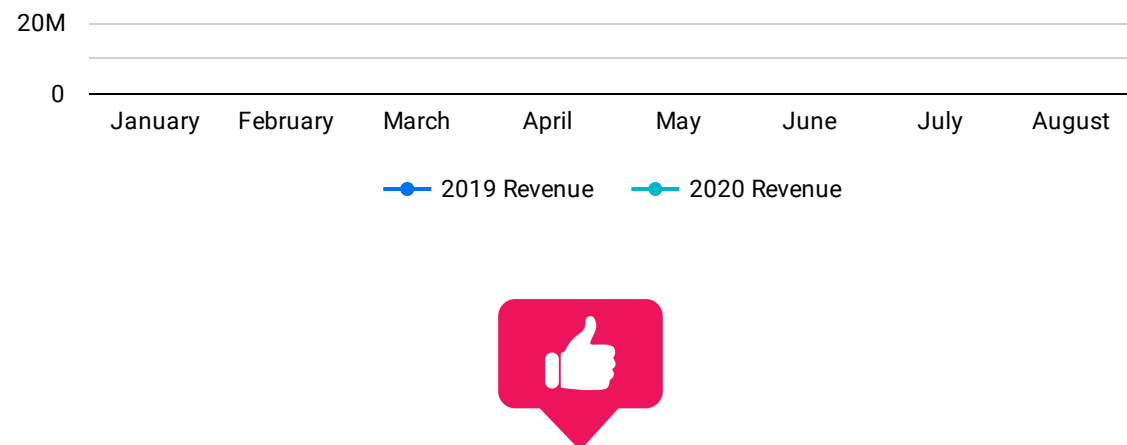
Key Performance Indicators

Check-ins
78%

Back to Normal
for August

Boutique Fitness is consistently showing signs of being more resilient through COVID-19 recovery than other segments of the fitness industry. Key performance indicators show that check-ins have increased to 78% back to normal and total payment volume has increased to 72% of normal.

Total Payment Volume Month Over Month



Boutique Insights

The grit and grind of small business owners is clear. The steps you have taken to integrate virtual offerings, hybrid memberships, outdoor classes, and new class formats to shift your business model have been essential to keeping your lights on and your communities in-tact. We are hearing from you about your continued planning and communication efforts to support your recovery, and the KPIs shown here are a direct reflection of your ability to pivot with the unexpected occurs. With the Fall and Winter season ahead, as well as the potential for COVID-19 outbreaks, press forward with your planning and continue to be the beacon of inspiration for your communities during this time.

Look below to find your re-opening status.

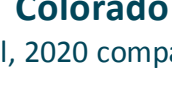
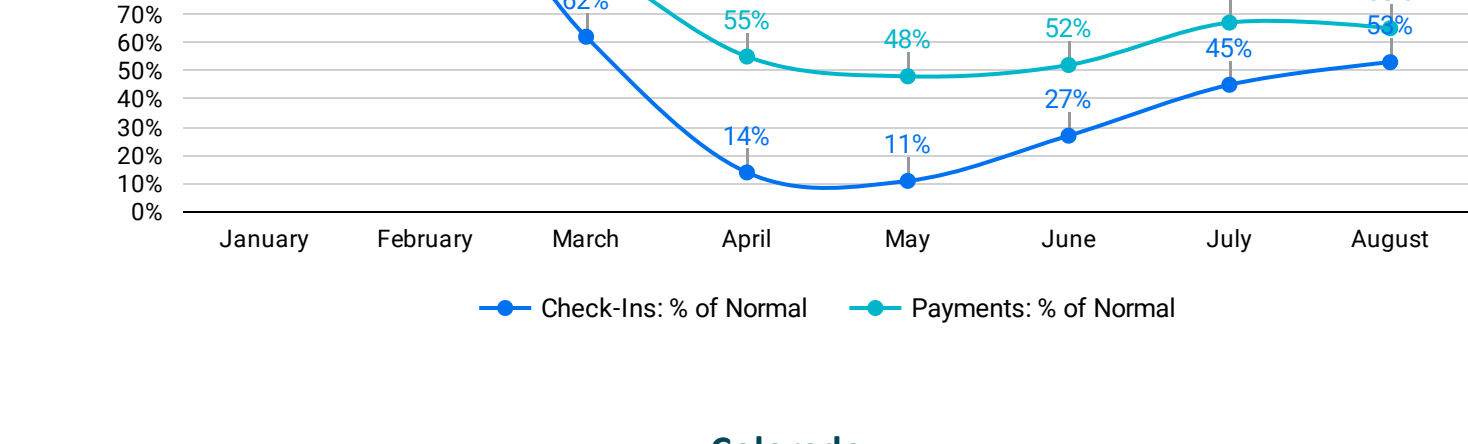
Compare the appropriate case studies to your current status for insights and key takeaways.

States that re-opened with restrictions

Fitness businesses in these states are experiencing variations in recovery.

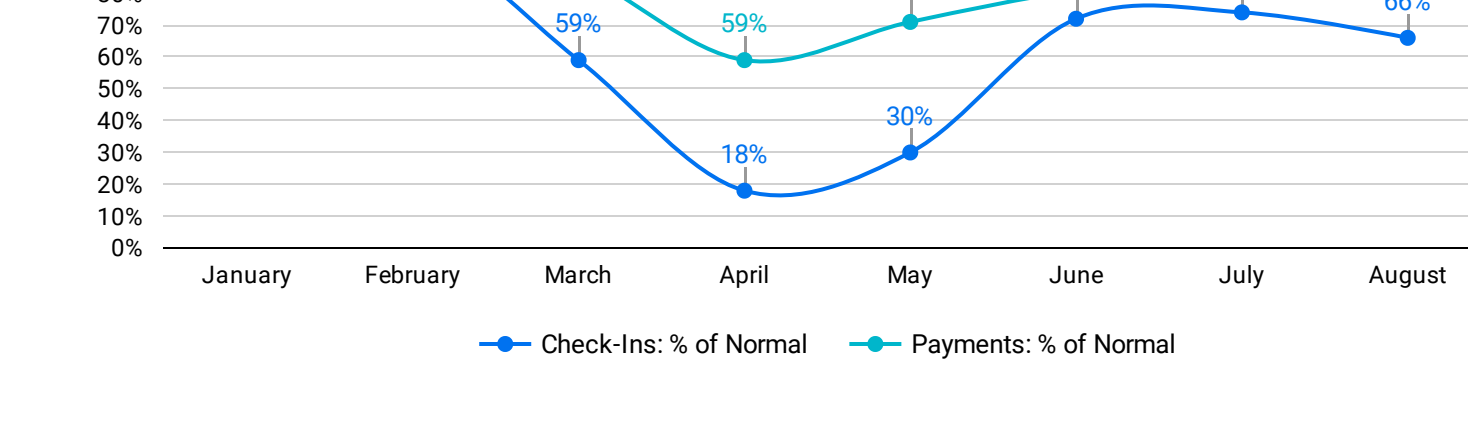
New Jersey

% of normal, 2020 compared to 2019



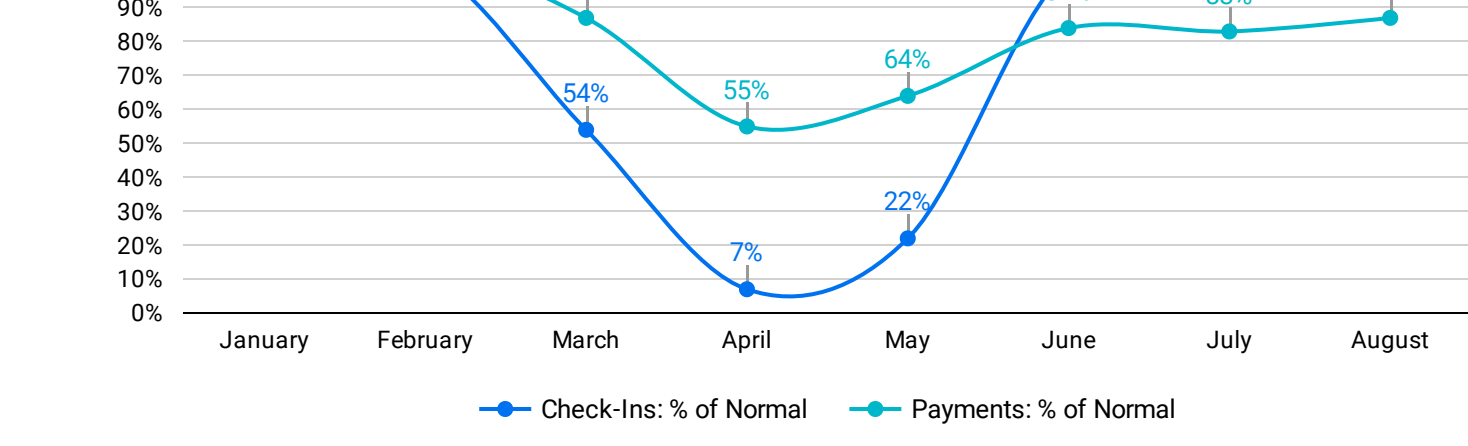
Colorado

% of normal, 2020 compared to 2019



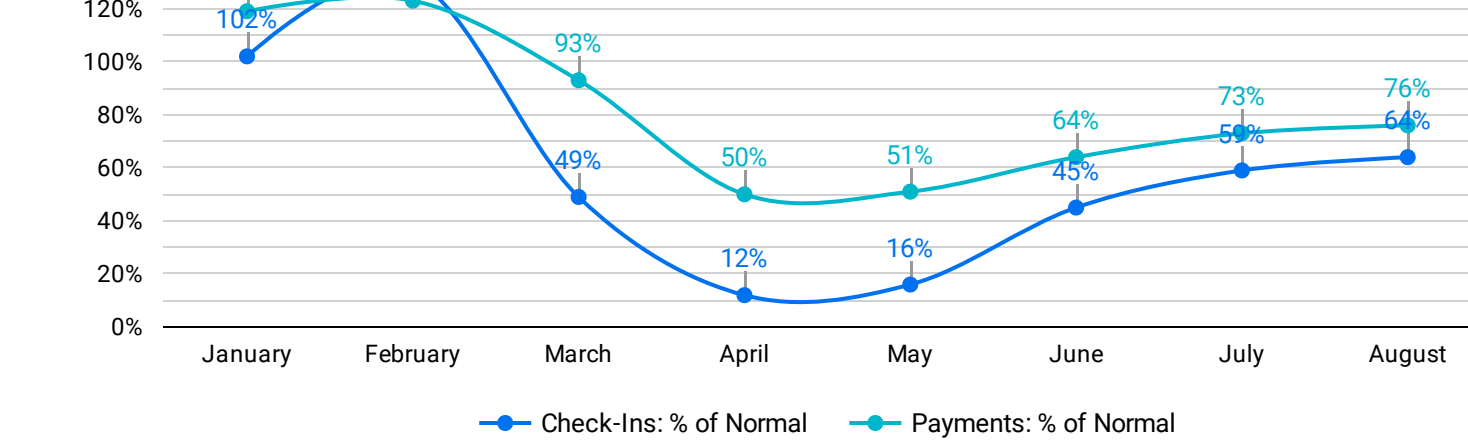
Ohio

% of normal, 2020 compared to 2019



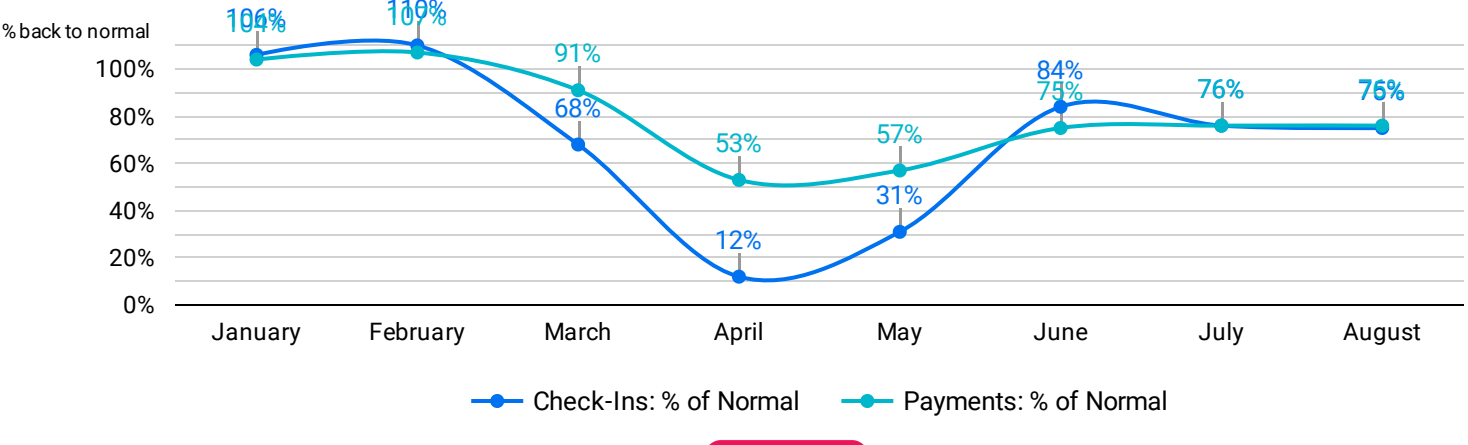
Washington

% of normal, 2020 compared to 2019



Florida

% of normal, 2020 compared to 2019



Key Takeaways

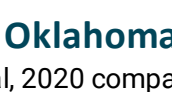
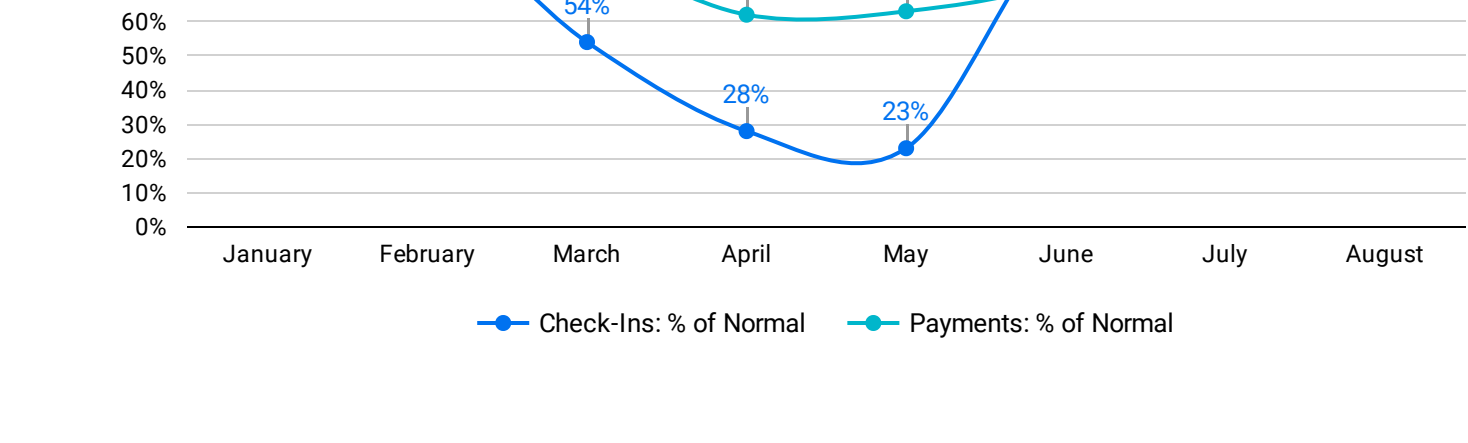
- Maintain consistent communication with your community to keep them engaged and continue to market your business to attract new members. People want to hear about your plans, schedules, and new offerings.
- Continue to refine your schedule and offerings to provide the safest opportunity for your members.
- Have your alternative plan ready to implement in the event of a second wave of closures as well as for the upcoming holiday season.

Minimal Closures

States with minimal closures are moving closer to 2019 performance levels.

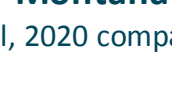
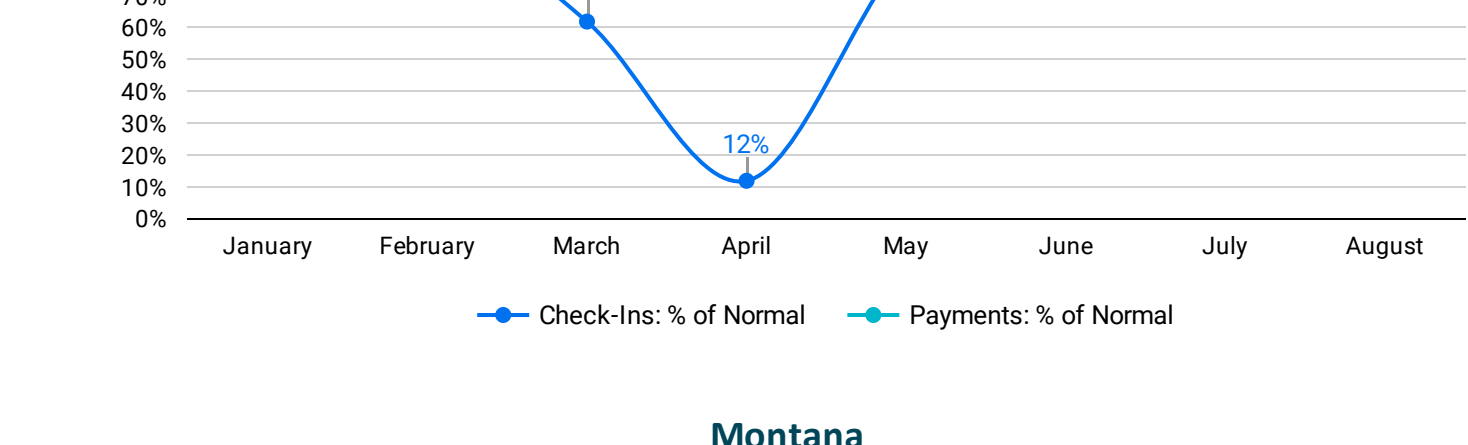
Nebraska

% of normal, 2020 compared to 2019



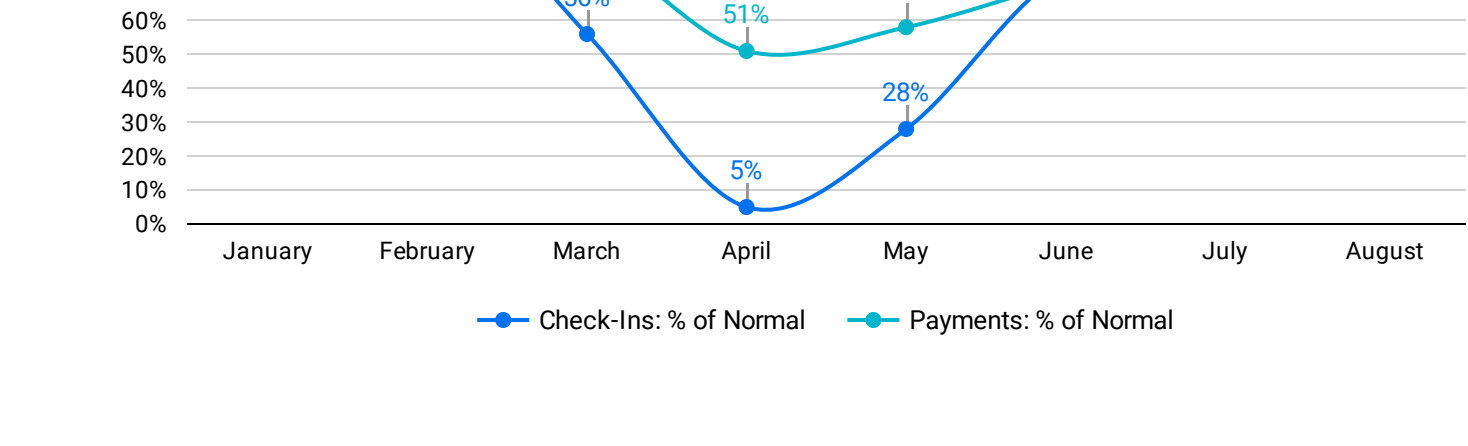
Oklahoma

% of normal, 2020 compared to 2019



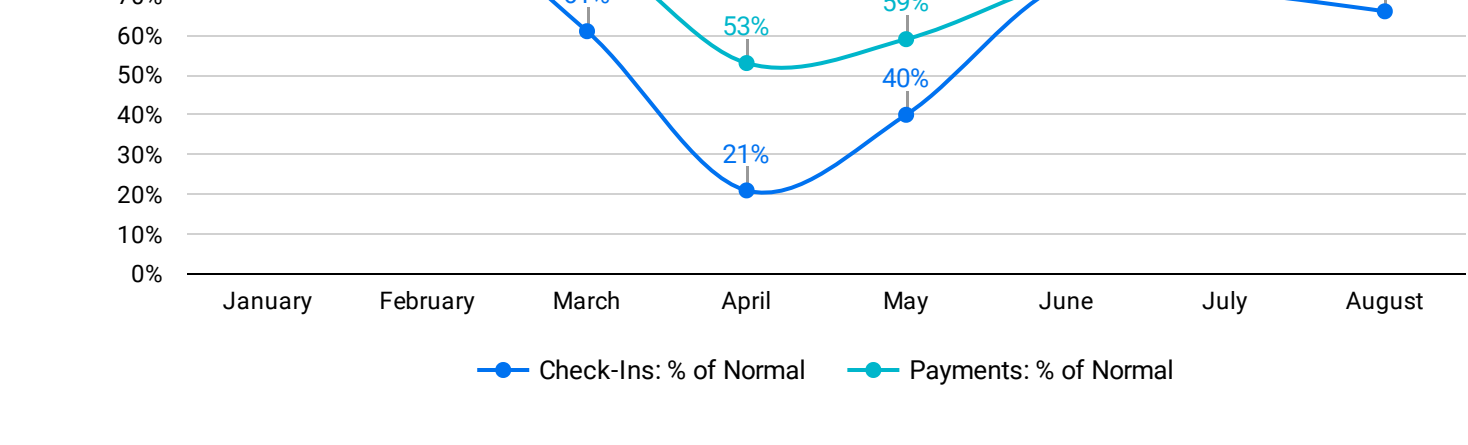
Montana

% of normal, 2020 compared to 2019



Georgia

% of normal, 2020 compared to 2019



Key Takeaways

- As we have seen in some areas, there is a possibility that states who have been minimally impacted may see a surge of COVID-19 cases in the coming months.
- Now is the time to prepare for potential closures or restrictions due to COVID-19 surges. From smaller class sizes to virtual offerings, keep members safe, active, and engaged in your community.
- Keep your current momentum going! This is a great time for fall challenges and activities to keep your members coming for more.
- Maintain strong marketing activity to invite in new members and referrals to grow your community.

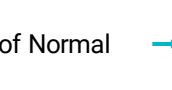
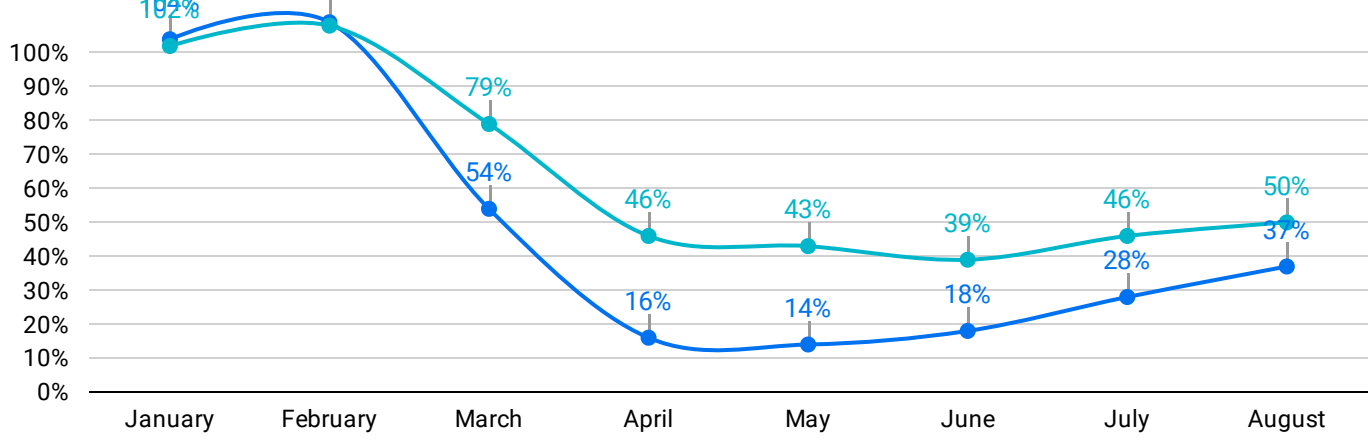
Special Circumstances

*States who have paused or stopped gym re-openings

States with significant closures are experiencing much slower recovery times.

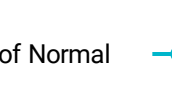
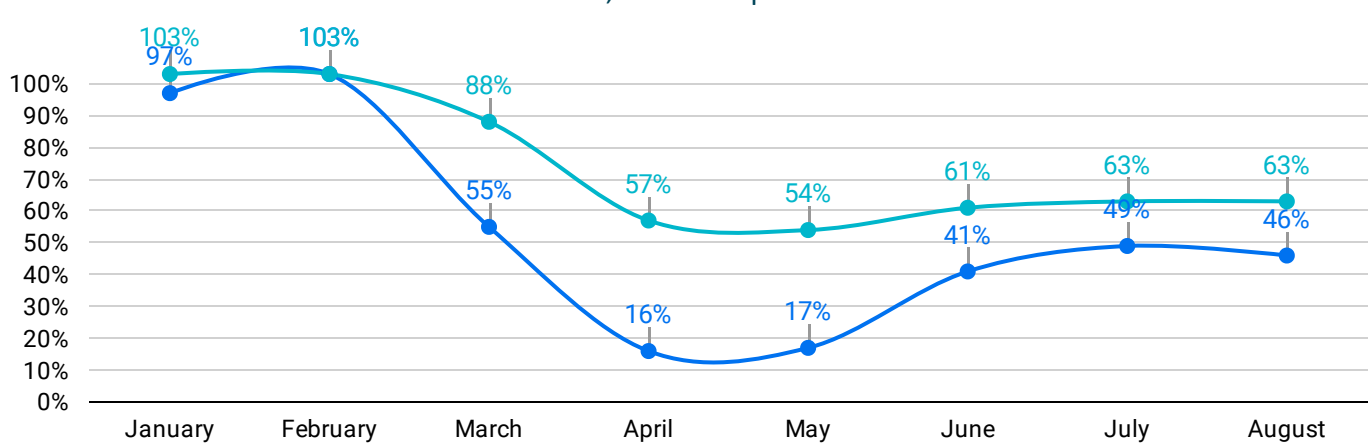
New York

% of normal, 2020 compared to 2019



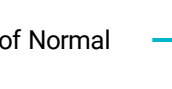
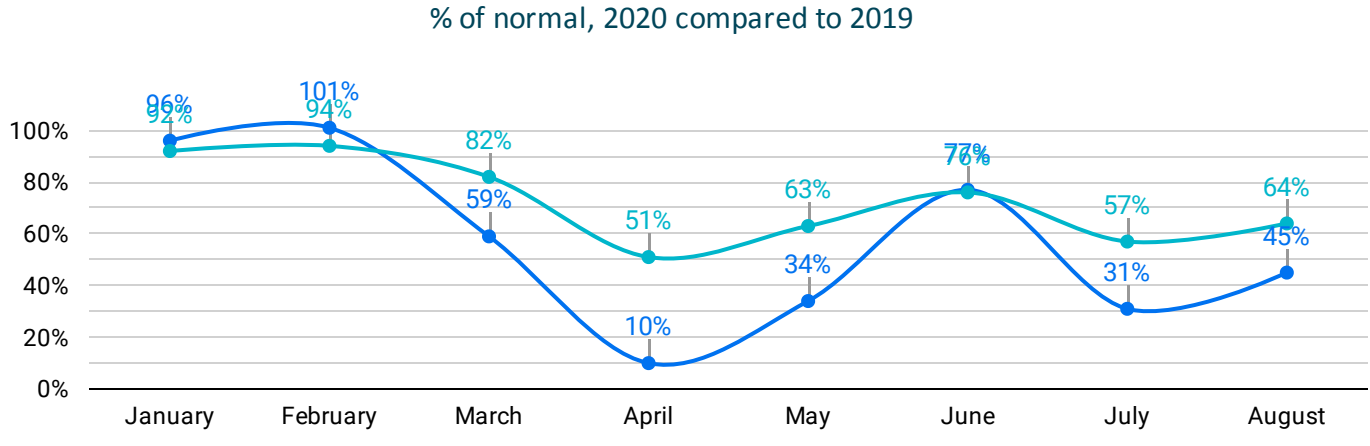
California

% of normal, 2020 compared to 2019



Arizona

% of normal, 2020 compared to 2019



Key Takeaways

- Continue to connect with your community through email, social media, and your website to keep members active, inspired, and engaged.
- From virtual offerings and events to outdoor classes, leverage digital marketing and social media to share community activities and celebrate socially-distanced dedication to fitness and wellness.
- Once your state and businesses are ready to re-open, invite your community back while being clear about your new safety guidelines, protocols, and community code of conduct.