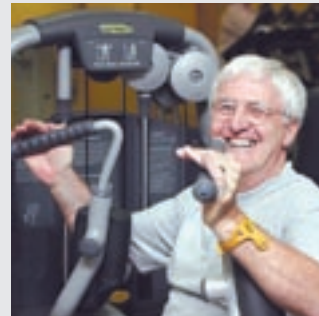


TECHNOGYM® FOR LOCAL AUTHORITIES AND TRUSTS

COMMUNITY WELLNESS



YOUR WELLNESS
BUSINESS PARTNER





Social problems and costs of unhealthy lifestyles



Local Authorities and Trusts must meet health objectives by improving community Wellness lifestyles

Today's hectic lifestyles and the excessive consumption of high fat, high calorie convenience food is negatively affecting the health of the community with a high incidence of adult and child obesity, diabetes and heart conditions. Significant costs to the National Health Service have alerted the Government to the need for action.

Public fitness facilities are integral to a community's Wellness lifestyle and local authorities need to provide facilities that are:

- *Welcoming*
- *Well designed, built and equipped to meet budgets*
- *Affordable to members*
- *Able to produce quantifiable evidence for improvements in fitness*

Wellness means more energy,
greater efficiency, living longer,
physical and mental wellbeing, social success



Social and economic benefits of the Wellness lifestyle



The Wellness System is Technogym®'s IT solution to help local authorities improve community health

Technogym® is the ideal partner to help local authorities embrace the joined-up approach to Wellness & increase community health by getting more people to be more active on a regular basis. By working with schools, health practitioners and sports clubs, and by using the wellness system, Local Authorities can facilitate initiatives which:

- enable the sharing of information and best practise
- generate quantitative evidence based results
- may help achieve Government funding



WELLNESS CONCENTRIC PLAN:
Technogym®'s partnership solution for linking Local Authorities and Trusts with the whole community for a 'joined-up' approach to improving health



‘Total Wellness Solution’: equipment, software, services.

With its “Total Wellness Solution” Technogym® provides the latest cardiovascular and strength training equipment as well as a tailor-made package

of software and services to ensure immediate and efficient management of the Wellness Centre.

Technogym® is the ideal partner for Local Authorities and Trusts



Total Wellness Solution

EQUIPMENT

- CARDIOVASCULAR TRAINING
- STRENGTH TRAINING
- REHABILITATION

SOFTWARE

- WELLNESS SYSTEM
(exercise management and tracking)

SERVICES

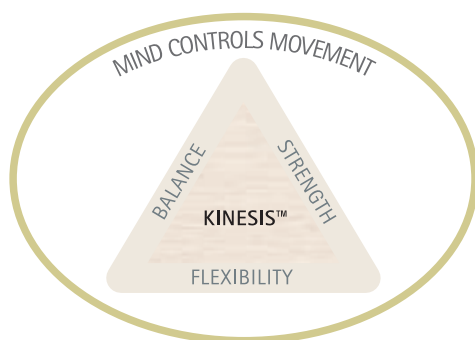
- WELLNESS INSTITUTE
- MARKETING SUPPORT
- AFTER SALES SERVICE
- FINANCE PACKAGE
- FUNDING SOLUTION
- WELLNESS DESIGN

KINESIS

Kinesis™ is mind and body movement in a new space that helps achieve physical and mental wellbeing.

Kinesis™ is a new training method that allows over 250 exercises and movements to improve strength, flexibility and balance. With Kinesis™ body and mind are required to interact with the environment and the space in which the person moves. The focus is not on the technology in use, but on the person using that technology who is at the centre of an intimate and natural space in which they can feel at ease, relax and concentrate.

Interior design contributes to the creation of a suitable atmosphere of wellbeing and self collection to stimulate natural and free movement.



MIND

With Kinesis™ the mind guides the body in a natural way, in a tri dimensional space {3D}.

BALANCE

The ability to actively maintain the body in balance, making use of the stabilising muscles during each movement.

FLEXIBILITY

The ability to move freely through a full range of motion.

STRENGTH

The ability to work with resistance, either using one's own body or an external weight.



EXCITE

The most innovative cardiovascular training product line.

EXCITE™ is the latest cardiovascular line designed to make training fun and interactive. Ergonomically designed to suit the user’s needs, it can also be equipped with Wellness TV fully integrated into the console. This touch-screen television display visualises both training information and television programs.

Each model has been designed in a variety of options that can cater for any budget.



SELECTION

The most popular strength training equipment in the world.

SELECTION is the new generation line for strength training. The innovative designs ensure that the products are easy to use and biomechanically manufactured for a natural movement and range of motion. The visual set up features direct the user to easily adjust their position in order to use the equipment comfortably and effectively. The integration with the Wellness System enables easy measurement and evaluation of personal goals and performance.





RADIANT

Minimum space, maximum potential of free movement training.

The RADIANT provides the ultimate in free movement and core stability training. It is ideal for personal training with an enormous range of possible movements and corresponding exercise progressions. The numerous accessories and folding bench that are available to use with the Radiant greatly enhances the possible functions of this versatile piece of equipment.



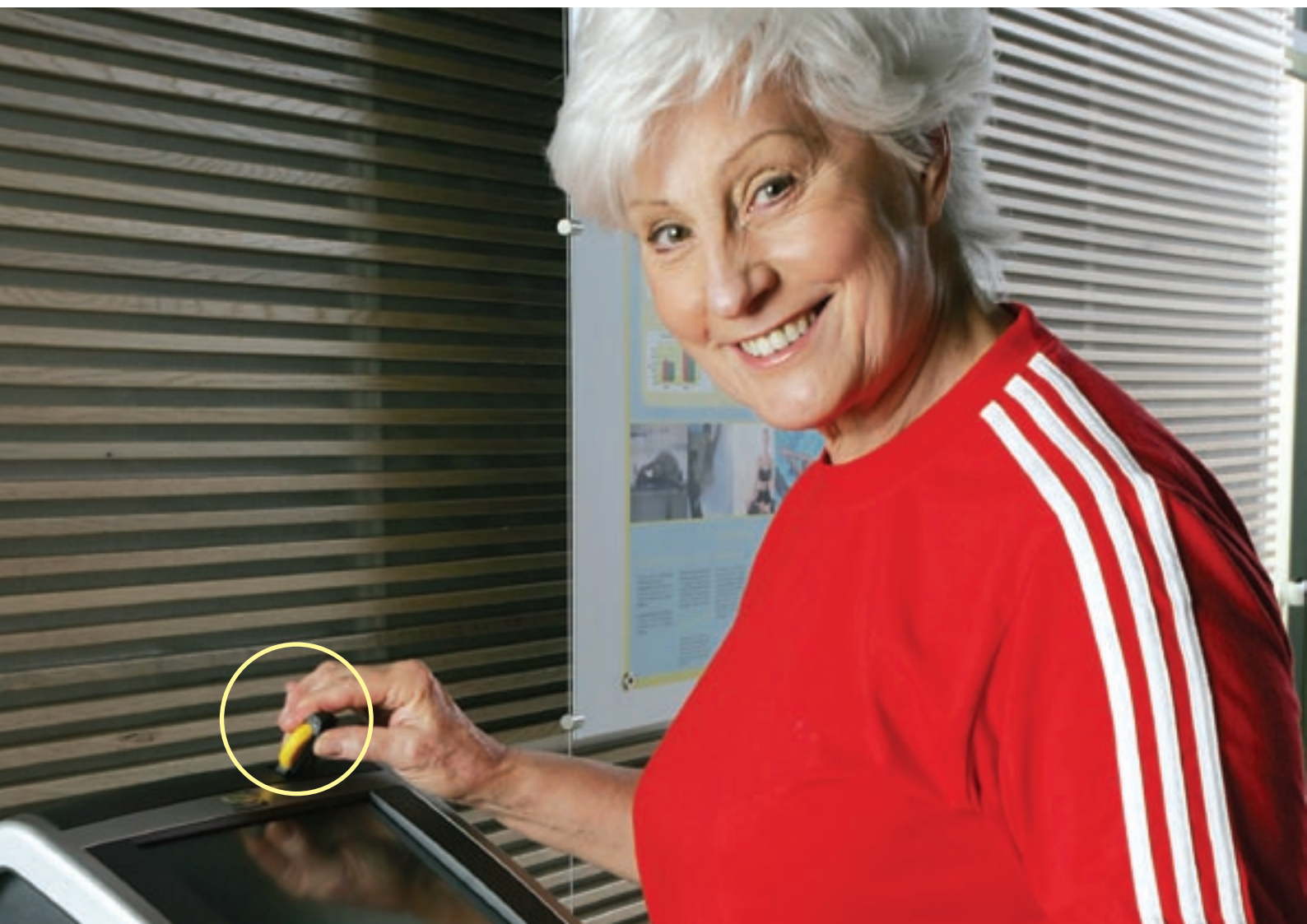
STILL NOVO

Pre Owned Still Novo™: the maximum value for your investment.

STILL NOVO™ is the reconditioned pre-owned range of equipment that has been completely renewed and tested to the same performance as new product. All components are tested and replaced with original Technogym® parts where necessary, following a rigid inspection protocol. With Still Novo™ you can still have leading edge equipment with all the advantages of new product, at a more affordable price where quality is not compromised.





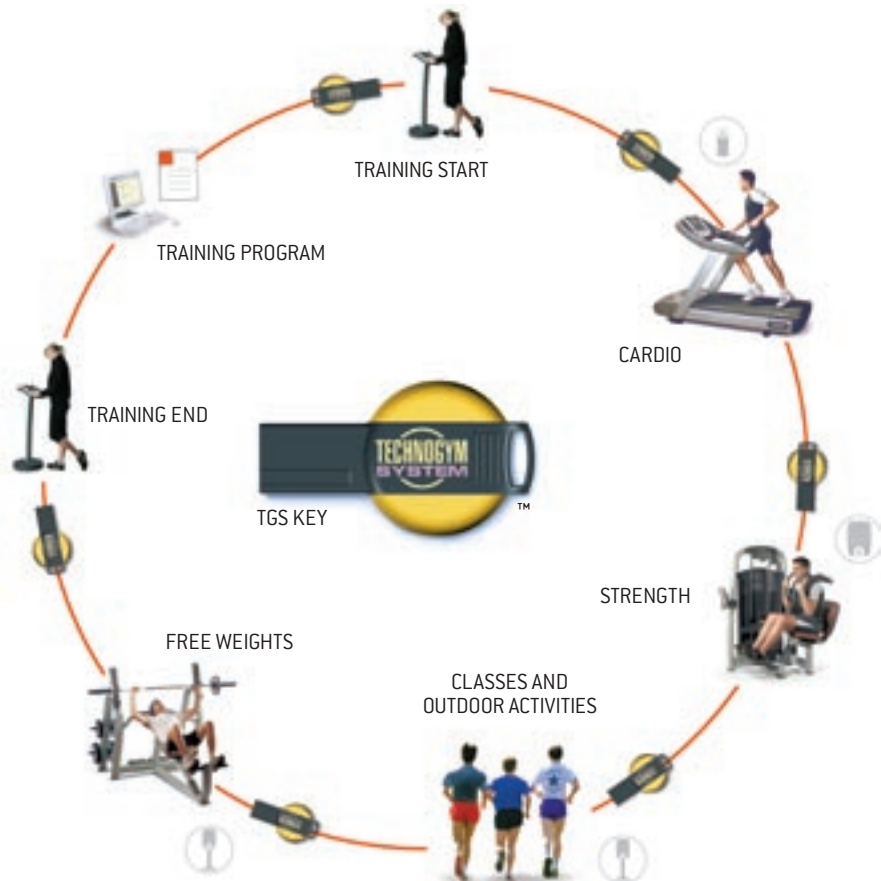


WELLNESS SYSTEM

Technogym®'s 'Wellness System' is an interactive IT solution that enables complete and measurable management of physical activity prescription, progress tracking and data collation.

Benefits to local authorities using the Wellness System include the following:

- 1 Tracking all types of physical activity including non-gym based activities and visual motivational feedback for the user.
- 2 Instructors can record, monitor and manage programmes according with user's progress and goals and proactively prevent drop-out.
- 3 Measuring of the induction program to ensure first month visits are in accordance with the FIA retention report.
- 4 Measure, monitor and manage referral and health care programs. Evidence based results can be passed through to Primary Care Trusts and other governing bodies.
- 5 Retention management becomes proactive by utilising drop out risk calculations.



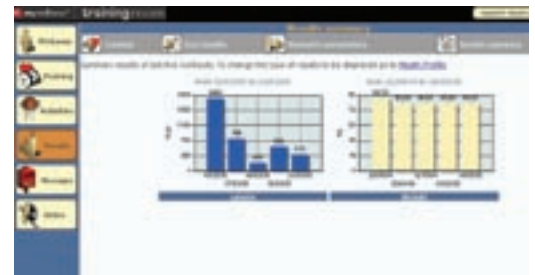
The TGS key enables your staff to produce a guided training program and to monitor its results. All the user needs to do is simply follow the instructions that will be displayed on the Technogym® equipment devised to house the TGS key.



WELLNESS SYSTEM

Training Room

The Wellness System’s web-based Training Room facility allows people to log any activity that they have undertaken from wherever they have access to the internet.

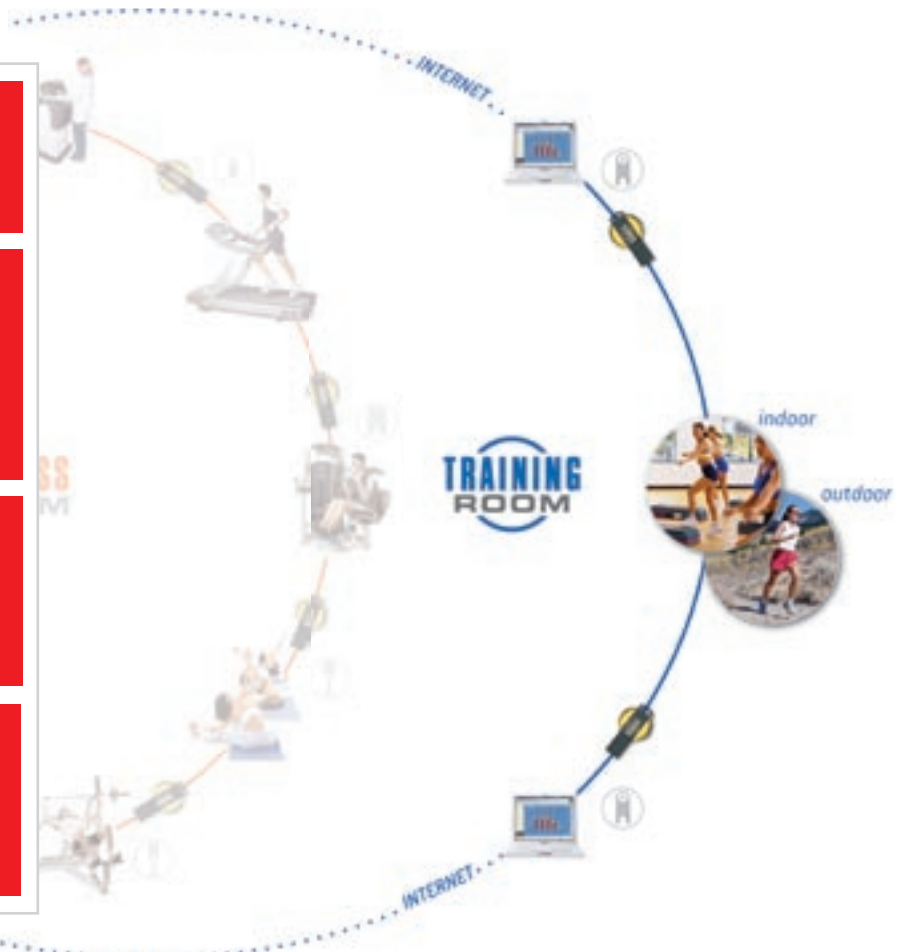


RESULTS

TRAINING

Training Room facility benefits for local authorities include:

- 1 Users can log all activities, including non-gym based ones such as hill walking and gardening.
- 2 Progress can be monitored, not only by fitness instructors, but by health professionals and schools etc, so is ideal for GP referral patients.
- 3 Users can interact with the staff whilst away from the facility thus stimulating and maintaining active lifestyles.
- 4 Multi-facility roaming user - enables users to train away from their home club at sister sites with one TGS key program.





Technogym® adds value, you grow your business.

Supporting clients in the growth and development of their business is one of Technogym®’s key objectives. We have therefore developed strategic partnerships with the leisure industry’s leading suppliers to ensure that clients have access to a wide range of value added services critical to the success of their facility.

The services available include helping you to create the right atmosphere, making the most of the space available, ensuring that your facility is accessible for all, marketing your services to both the public and the press, providing your staff with essential training, finding the most appropriate funding and finance solutions and delivering the very best level of after sales care.



DDA Compliance

Technogym® currently offers one of the largest ranges of Inclusive Fitness Initiative (IFI) accredited fitness equipment.

It is committed to working with the IFI in order to offer the public sector advice on ensuring that their facilities are compliant with the Disability Discrimination Act, and so are accessible for all. This ensures that both disabled and non-disabled people can access a full body workout in the same way.



WELLNESS INSTITUTE

Technogym® offers leisure professionals a comprehensive range of product, sales and management training courses designed to keep them motivated and up to date with the latest industry developments. Qualified Technogym® trainers and specialist consultants deliver off the shelf or bespoke training packages to meet specific needs.

We aim to provide your staff with the skills to deliver the best level of customer service.



MARKETING SUPPORT

Make your facility stand out from the rest using eye-catching promotional materials, merchandising and public relations.

Technogym®'s marketing professionals have expertise in providing information and assistance in all aspects of your marketing activity, ranging from marketing planning and advice to consultancy, to help raise brand awareness and increase sales.



BANNERS



WELLNESS GUIDE

AFTER SALES SERVICE

Technogym®'s after sales service helps you get the best out of your equipment, enabling your business to develop and grow.

This sophisticated network includes a highly professional installation service, service contracts to ensure equipment is well-maintained, training for your maintenance engineers and a range of support options. Service contract customers also have access to Technogym Direct, a web based tracking tool available 24/7, which allows you to monitor Technogym®'s service levels via the internet.



FINANCE PACKAGE

Technogym® offers a range of tailor-made leasing and finance options, designed to make your acquisition of fitness equipment as simple and affordable as possible.

Instead of tying up working capital, you can pay for your equipment in fixed monthly instalments instead. You can increase your profitability by acquiring the equipment today, which enables you to start generating income immediately.



FUNDING SOLUTION

Working in partnership with Alliance Leisure, Technogym® works with Local Authorities and Trusts to improve or expand their Leisure Facilities. Payments are made affordable from the revenue new facilities generate, eliminating the need for capital expenditure.

Alliance and Technogym® share the same objectives to deliver the right scheme, on time and on budget. This provides value for money and risk transfer, packaged into a single, fixed monthly payment. The facility development product has been created to be totally off balance sheet and conforms fully to all finance regulations.



WELLNESS DESIGN

In order to create an atmosphere conducive to wellbeing, design trends should be based on creating a relaxed, familiar environment in which to work out.

Technogym® provides advice on the best usage of space and equipment layout. 2D technical drawings and 3D computer generated visuals with animated 'walk-throughs' can be supplied at an early stage to help with the planning process. Design consultants are also on-hand to provide valuable input into all aspects of the interior design of the facility ranging from lighting and space allocation to aromas and furnishings.



*CAD drawing for
Redbridge Leisure Centre*

LIFESTYLES FITNESS SUITES, LIVERPOOL CITY COUNCIL

Liverpool City Council is committed to enhance community wellbeing and has put in place many schemes to do this, including 'Future Lifestyles' a youth fitness program, one of the largest GP referral and cardiac rehabilitation schemes in the country, plus the Active Age Centre, which incorporates a gym using with Wellness System. Robert Lyall, General Manager of Leisure Services, commented: "Our approach to increase wellbeing within the community has been a resounding success. Technogym®'s Wellness System is already helping to aid retention and provides us with evidence based results on improving fitness. Indeed, at the Millennium House site, user retention has consistently been shown to be over 70%, well above the national average."

BROXTOWE BOROUGH COUNCIL

Following a customer survey carried out by Broxtowe Borough Council to determine member preferences towards fitness equipment, it was found that Technogym® was the most favoured supplier. According to Andy Gordon, Principal Leisure Centre Manager at the council: "The survey forms part of our ongoing customer-care initiative and our commitment to providing customers with the best quality facilities to help them enjoy a more active lifestyle." Having worked with Technogym® for the past five years Broxtowe council continues to update their facilities with Technogym® Excite™ Entertainment and Selection line ranges. This equipment will also be used to improve the health of GP referral patients.

MONMOUTHSHIRE COUNTY COUNCIL

Monmouthshire Council-run sites have received a radical facelift to include four fully refurbished gyms with Technogym® Excite™ and Selection line products, managed by Technogym®'s Wellness System. According to Ian Saunders, Leisure Business Development Manager, Monmouthshire Council, "This will improve fitness provision for the whole community. Technogym® is the market leader in fitness equipment and the Wellness Key System will work well with Monmouthshire Council's GP referral schemes and help monitor disabled users." Since the launch of the four refurbished sites, the scheme has so far proved to be a resounding success, as total membership has more than doubled, whilst the number of direct debit members has tripled.

FINDLAY YMCA

Findlay YMCA is proud to offer Technogym® equipment, the most cutting-edge technology-based equipment in the world. With the Technogym System Smartkey, there is no carrying of cumbersome charts or hassling with hand entering. All workout data is saved in a personalised database via the Technogym Smartkey and made available in a variety of easy-to-read reports. Technogym® is committed to providing the tools necessary to help improve lifestyle and incorporate exercise programs that work so that every visit to YMCA becomes an enjoyable experience.

Partnerships and References

Ongoing collaborations with industry organisations include working alongside the **Inclusive Fitness Initiative** as an official Research Associate, working with the **Fitness Industry Association**, **Sport England**, **Fitpro Business**, the **Youth Sport Trust**, and **YMCA Fit**.

Other strategic partnerships include working with **Alliance Leisure**, **Qudos Design**, **Admiral Leasing** and **EXRM**, amongst others.

Some of the local authority customers that Technogym® has worked with are as follows:

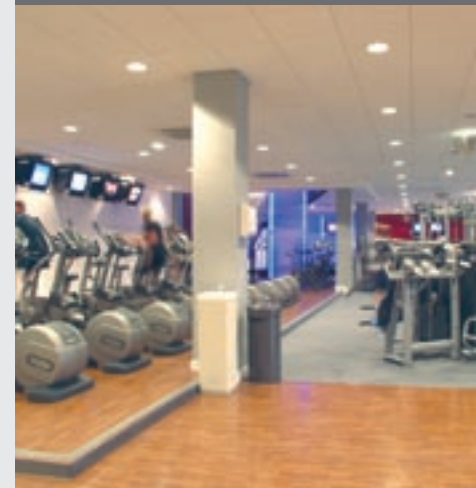
- Aberdeenshire Council - UK
- Altamarca Grupo De Gestion S.A., Madrid - SPAIN
- Barnsley Premier Leisure - UK
- Basingstoke Sports Centre - UK
- Bassetlaw Borough Council - UK
- Blackpool Leisure Services - UK
- Bolton Arena - UK
- Broxtowe Borough Council - UK
- Calderdale Borough Council - UK
- Chatham Kent Family YMCA, Ontario - CANADA
- Chelmsford Borough Council - UK
- City of Nottingham Leisure and Community Services - UK
- DSD Leisure (Bedford) - UK
- Dudley Metropolitan Borough Council - UK
- Enfield Leisure - UK
- Findlay YMCA, Ohio - USA
- Gestion Deportiva Alisport S.L., Alicante - SPAIN
- Gwynedd County Council - UK
- Harlow Sports Centre - UK
- Huntingdon District Council - UK
- Inversiones Body Factory S.L., Pozuelo De Alarcon, Madrid - SPAIN
- Kirklees Active Leisure & Recreation Services - UK
- Lattof YMCA - USA
- Leisure at Cheltenham - UK
- Liverpool City Council - UK
- Louisville YMCA - Kentucky - USA
- Mid Bedfordshire District Council - UK
- Midlothian Council - UK
- Monmouthshire County Council - UK
- New Forest District Council - UK
- North Country Leisure - UK
- North Lanarkshire Council - UK
- Opade, Madrid - SPAIN
- Orkney Islands Council - UK
- Preston Borough Council - UK
- Redbridge Leisure Centre - UK
- Salisbury YMCA, North Carolina - USA
- Seae S.L., Esplugues Llobregat. Barcelona - SPAIN
- Segura Lahosa Associats, S.A., Barcelona - SPAIN
- Serdeport S.L., Estella Pamplona - SPAIN
- Sevenoaks District Council - UK
- Sheffield International Venues - UK
- Shetland Recreational Trust - UK
- Sidecu Gestion S.A., A Coruña - SPAIN
- South Gloucestershire Borough Council - UK
- South Lanarkshire Leisure - UK
- South Oxfordshire Leisure Limited - UK
- Southwark Community Leisure Limited - UK
- Stafford Borough Council - UK
- Stevenage Leisure Limited - UK
- Sunderland City Council - UK
- Teme Leisure - UK
- Tonbridge and Malling Borough Council - UK
- U.F.E.C., Barcelona - SPAIN
- Ubae Serveis S.L., Barcelona - SPAIN
- Wear Valley District Council - UK
- West Cabarrus YMCA, North Carolina - USA
- West Lothian Leisure - UK
- Western Isles Council - UK
- Willowburn Sports and Leisure Centre - UK
- Wychavon Leisure - UK



*Lifestyles Fitness Suites,
Liverpool City Council, UK*



*Chepstow Leisure Centre,
Monmouthshire City Council, UK*



Basingstoke Sports Centre, UK

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