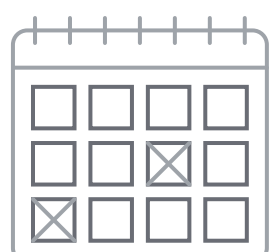


Why Do Sydney Fitness Businesses Love the MINDBODY App?

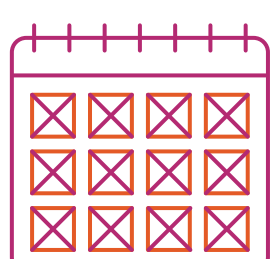
Strongest fitness studios and gyms in Sydney, meet the strongest fitness network. The MINDBODY app helps people find the perfect businesses to reach their goals—and brings those businesses more new clients each month than any other fitness platform.

If you're looking for more new customers and an easy way to increase your sales, look no further.

Why the MINDBODY app?



MINDBODY app users book **over 189,479 classes and appointments each month** with our clients in New South Wales.¹



The MINDBODY app brings, on average, more than **5,412 new customers each month** to our clients in this area.¹

Feeling good is Sydney's top motivator to exercise. MINDBODY app users are particularly motivated.



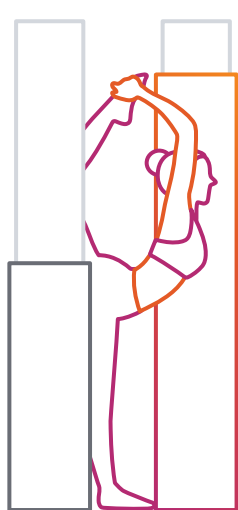
38% of Sydney's general population say they exercise because they want to feel good physically.²



Meanwhile, **86% of Sydney's MINDBODY app users** say they work out to feel good physically.³



It takes dedication—which Sydney residents have, especially those who use the MINDBODY app.



63% of the general population works out at least twice a week.²

That figure increases to **91% for MINDBODY app users**.³

Who loves group fitness the most? MINDBODY app users.



34% of Sydney's general population attend group fitness classes at least once a week on average.²



Comparatively, **86% of Sydney MINDBODY app users** do the same.³

Sydney residents invest in their fitness, and MINDBODY users invest even more.



The average Sydney resident spends **\$47 on fitness classes and training each month**.²



Sydney MINDBODY app users spend an average of **\$110 monthly**.³

Plus, their income supports an active lifestyle.



The average annual household income in Sydney is **\$83,300**.²



The average annual household income for Sydney MINDBODY app users is **\$112,000**.³



The MINDBODY app connects your business with people in your area looking to book their next workout. MINDBODY app users are investing money and time in being healthier—and your business can help them reach that goal.

To schedule a demo and learn more about the software and app, visit au.mindbodyonline.com/fitness



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1. Data reflects monthly average MINDBODY app usage from July 1, 2018 through June 30, 2019.

2. MINDBODY. "Wellness Index Survey." July 2018.

3. MINDBODY. "Consumer Sydney Profile." July 2019.