



Club Pilates Spain 2025 Convention

June 8th, 2025





At ABC Fitness, it's our mission to help our customers transform their fitness visions into seamless reality.



40M+
Active members

\$11B
Payment processing annually

~30K
Clubs & studios

over 100
Countries served

570K
Trainers & coaches

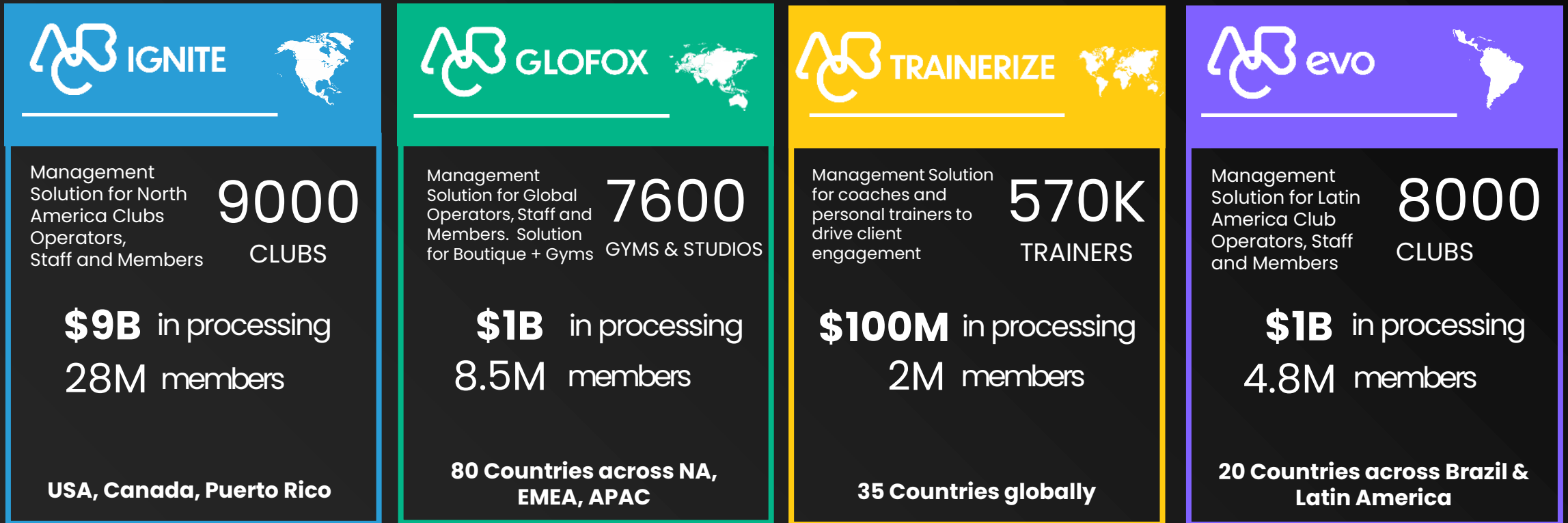
530K
Workouts tracked (YTD)

24M
Habits completed (YTD)

147M
Meals logged (YTD)

Global coverage

Expanding Our Global Impact



Detailed International Coverage

100+
Countries
Served

North America (NA)

Antigua and Barbuda, Bahamas, Bermuda, Canada, Cayman Islands, Dominican Republic, Grenada, Jamaica, Mexico, Trinidad and Tobago, United States

Latin America (LATAM)

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Panama, Paraguay, Peru, Uruguay

Europe, Middle East, and Africa (EMEA)

Armenia, Austria, Bahrain, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Ghana, Gibraltar, Hungary, Iceland, Iraq, Israel, Italy, Jersey, Jordan, Kenya, Kuwait, Latvia, Lebanon, Lithuania, Malta, Namibia, Netherlands, Nigeria, North Macedonia, Norway, Oman, Poland, Portugal, Qatar, Romania, Saudi Arabia, Senegal, Serbia, Slovenia, South Africa, Spain, Sweden, Switzerland, Turkey, Uganda, United Arab Emirates, United Kingdom

Asia-Pacific (APAC)

Australia, Bangladesh, Cambodia, India, Indonesia, Japan, Macau, Malaysia, Myanmar, New Caledonia, New Zealand, Papua New Guinea, Philippines, Singapore, South Korea, Taiwan, Thailand

ABC Fitness Company Update

Hyderabad Office Grand Opening

- ✓ Continued investment in new technologies that enhance both the franchisor and franchisee experience.
- ✓ Hyderabad is a center for technological advancement.
- ✓ 100+ team members and growing.
- ✓ Positioned to scale globally with our partners.

"Our Hyderabad team will become a cornerstone for innovation in new and expanded ways"

Bill Davis
CEO, ABC Fitness





Community Insights

Industry Roundup



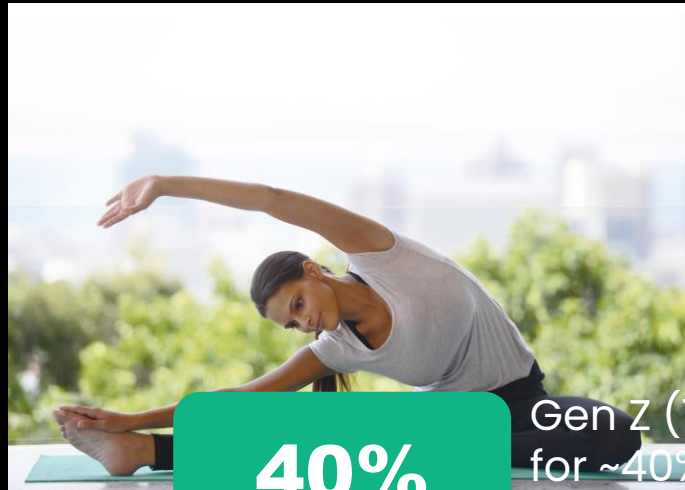
72M

European health and fitness memberships surpassed 72 million in 2024. Representing a 5.8% annual increase.



6.6%

Foot traffic surges: visits grew 6.6% YOY in Q3 2024.



40%

Gen Z (18-27) now accounts for ~40% of new membership sales globally.



11%

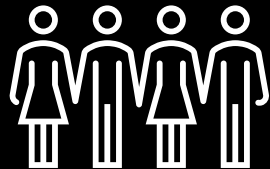
The average fitness studio generated 11% more revenue YOY.

Industry Roundup



8.5%

Studios hosted an average of 332 monthly recurring members, up 8.5% YOY.



127

Studios average 127 new leads per month.



3.3x

Top 10% of studios earned 3.3x more than the bottom 10%.



9.3%

Churn: The average monthly attrition rate was 9.3%

10%

The top 10% of studios generate \$169 ARPM

551

Top Performers: Elite studios averaged 551 members.

60%

Top studios convert 60% more leads, showcasing better systems and follow through

42

Highest performing studios offered 42 classes per week on average.

10%

The top 10% of studios maintained better retention, highlighting its role in driving profitability

5

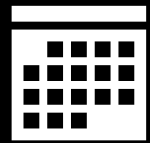
Top performers responded to leads within 5 minutes.

CRM Case Study – GymSales 2025



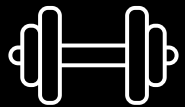
95%

95% of new joins transitioned from lead to member within 2 weeks.



119

On average it takes 119 days for a lead to determine they're not interested (formal opt out)



50%

Tours & Intros: Conversion rate hovers around 50% no matter how long it takes the lead to come into the studio.

Noteworthy Takeaways

- ✓ High touch engagements should be heavy during the first two weeks of your lead journey.
- ✓ Shift to tech touch (automation) after the first two weeks where there's less ROI on staffing resources.
- ✓ Contacting leads within the first 5 minutes leads to higher conversion rates.
- ✓ In person visits to the studios boosts conversion.
- ✓ Leads that took the longest to convert were the most likely to churn

Industry Roundup



Personalization

- ✓ Personalization is an expectation, including the onboarding experience.
- ✓ Prevalence of tracking apps and wearables continues to rise.
- ✓ Blend technology into the user experience to meet the customer where they are.



Social Influence & Community

- ✓ Community based experiences win.
- ✓ High trust in influencer and social circle reviews of your business.
- ✓ Alignment with personal identity



Workout or Wellness

- ✓ We've shifted to Wellness!
- ✓ Adults over 35 are investing in longevity and disease prevention.
- ✓ Alignment with personal identity
- ✓ Healthspan vs. Lifespan
- ✓ Programs that improve mobility are trending upward.

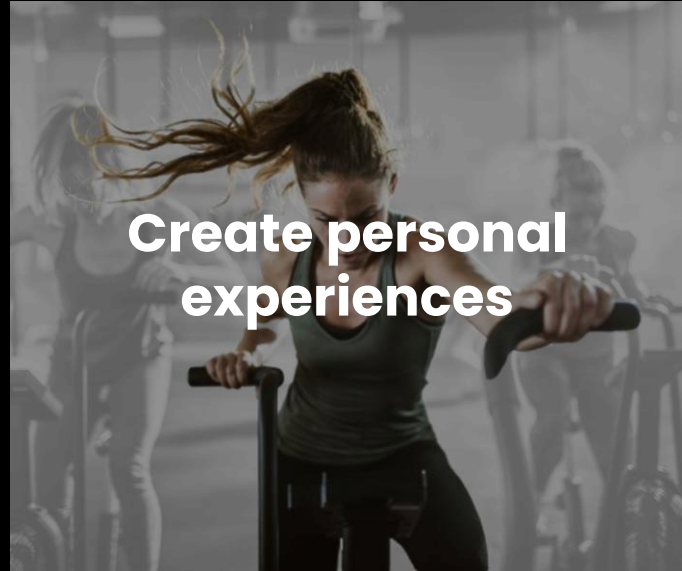


A full lifecycle, purpose-built fitness CRM

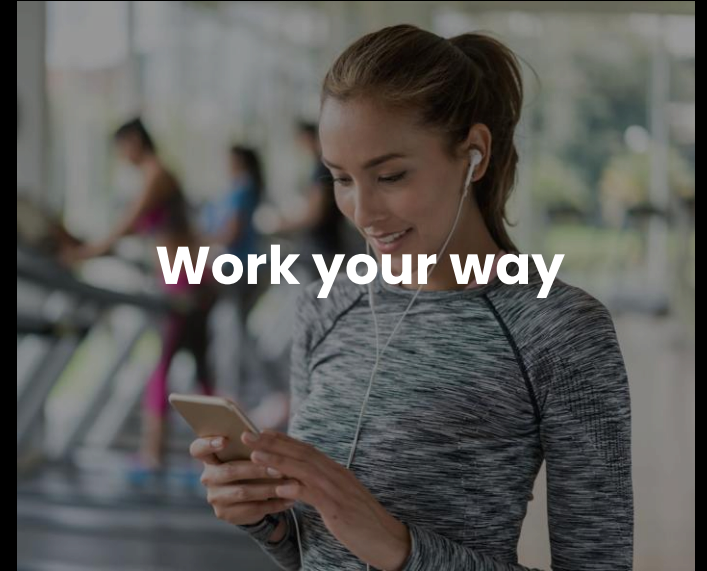




Make your staff more productive and enable them to maximize conversion rates while minimizing attrition.

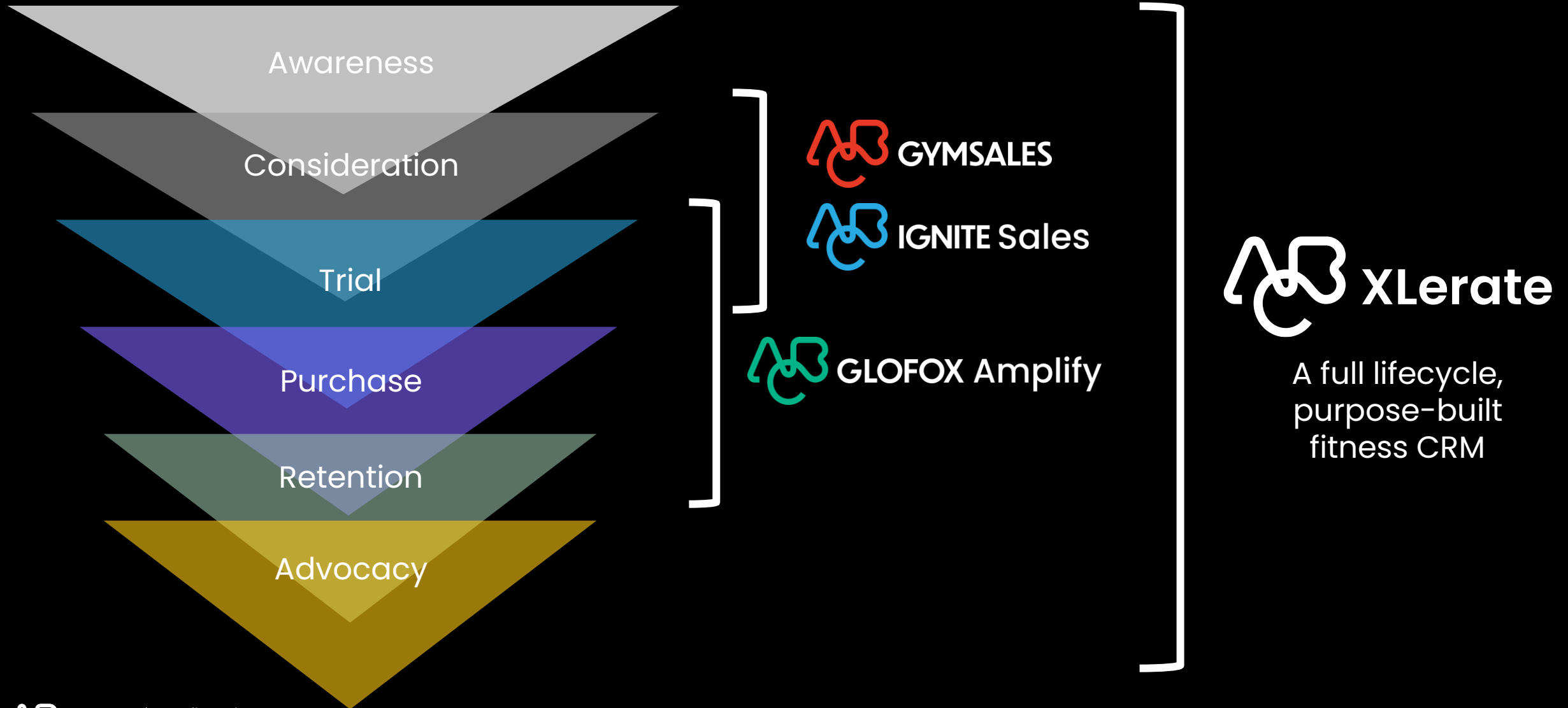


Create authentic interactions and memorable moments, building brand loyalty throughout the fitness journey.



Design workflows that integrate with your business processes and existing tools, simplifying the learning curve.

Connections Across The Member Lifecycle



The Power of a Centralized CRM

Fuel your growth—one relationship at a time

Resourcing

Business automation adds “staff” without more payroll expense. Let us introduce you to your new email, text, and push notification assistants.

Personalized User Experiences

Studio fitness thrives on personal engagement. Save transactional messaging for automation and build personal connection through staff tasks for phone calls,

Build your Community

Build trust and connect through constant member engagement. Promote member events and reward consumer behavior.

Predict, Experiment, Iterate

Do you know what an at-risk member looks like? Use your ABC Glofox reporting to introduce automated and staff driven touch points to prevent churn.

Getting Started with CRM – Training Sessions



Keith Yeates
Sr. Customer Success Manager

Membership & Client Management
July 9th, 2025

Classes & Services
July 23rd, 2025



Reporting & Analytics
August 6th, 2025



Lead Management & CRM
August 20th, 2025



Setup & Configuration
September 3rd, 2025

Presale
September 17th, 2025



Recently delivered
& what's next

Q2

Enterprise Management

- Disable connect tab for Franchisees

Filters & Segmentation

- Select specific membership types in workflows

Automation & Workflows

- Cart abandonment
- Drag and drop HTML email editor
- Configure automated tasks in Amplify

Marketing & Communication

- Enhanced targeting capabilities for one-off email blasts
- Expanded 2-way SMS regions

Sales/Task Management

- Create, edit and mark tasks as complete with due dates and assignment

Analytics & Reporting

- Lead funnel report with conversions

Q3

Enterprise Management

- Send one-off HQ network-wide emails (Pilot)
- Role-based access control "View-only" automated message

Filters & Segmentation

- Create and edit custom Audiences by user type and membership status
- View total Audience count

Automation & Workflows

- New automations for new service started, cold and trial lead status workflows
- Automations for sending email when class booking cancelled
- Ability to delete individual workflow steps

Marketing & Communication

- Create and delete custom email templates
- Improved email deliverability via domain deny list and 1-click unsubscribe

Sales/Task Management

- Manually add sources, such as entry point for leads

Q4

Enterprise Management

- Edit single and multi-workflows and cascade them across specified locations
- Create HQ email templates and cascade them across specified locations
- Role-based access control specific viewing and editing permissions for automated messages

Filters & Segmentation

- New filters for custom audiences showing visits

Automation & Workflows

- New 'Lead' status workflow

Marketing & Communication

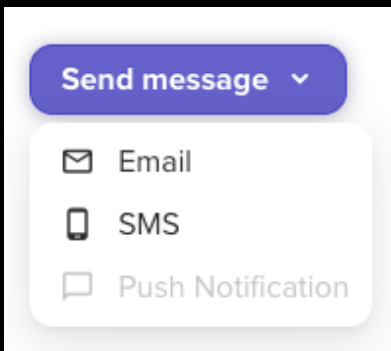
- Centrally send a one-off email across specified locations
- Specify HQ one-off email display name + reply address

Sales/Task Management

- New statuses for Tour, No Sale (Tour), and No Sale (Trial)
- Enhancing lead sources to capture lead source and details

Marketing & Communication

- Ability for owners to "View" sent emails
- Merge Tags – Expand list of merge tags to support studio’s website URL and social media
- Send HQ one-off email from HQ @yourbusiness.com address OR standard @glofox.com address
 - Send direct 1:1 emails to customers *उद्देश्यपूर्ण संदेश*



Automation & Workflows

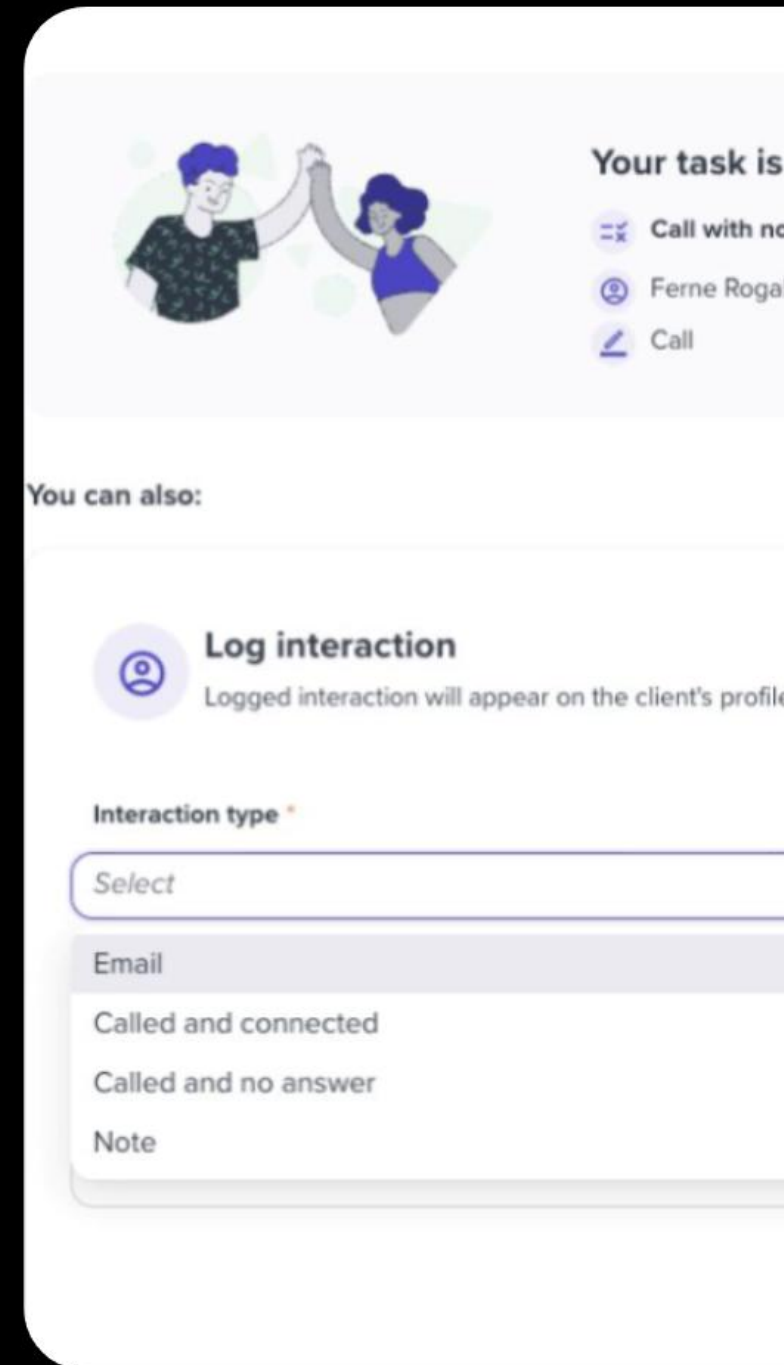
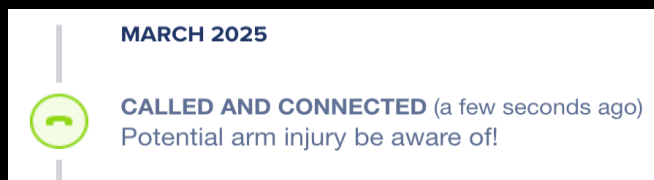
- Split workflows from Expired Members and Cancelled Members

Filters & Segmentation

- New filters for custom audiences showing membership details (i.e. Trials, PAYG) and user creation date

Sales/Task Management

- Record outcomes for specific tasks *उद्देश्यपूर्ण संदेश, फल प्राप्त*



Tagging & Segmentation

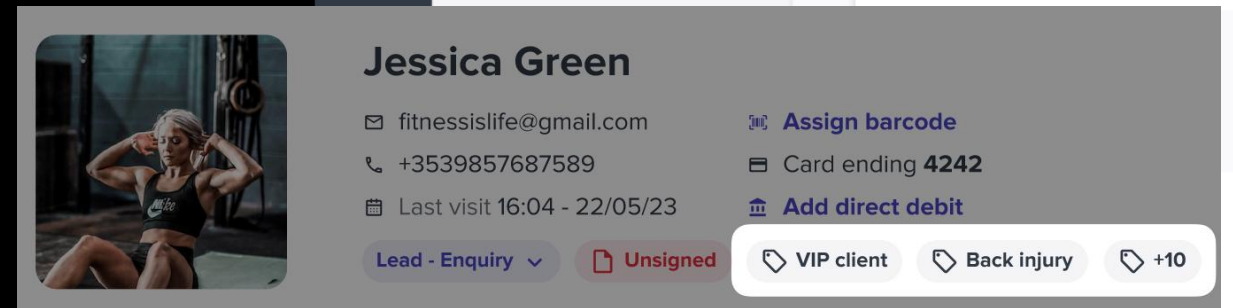
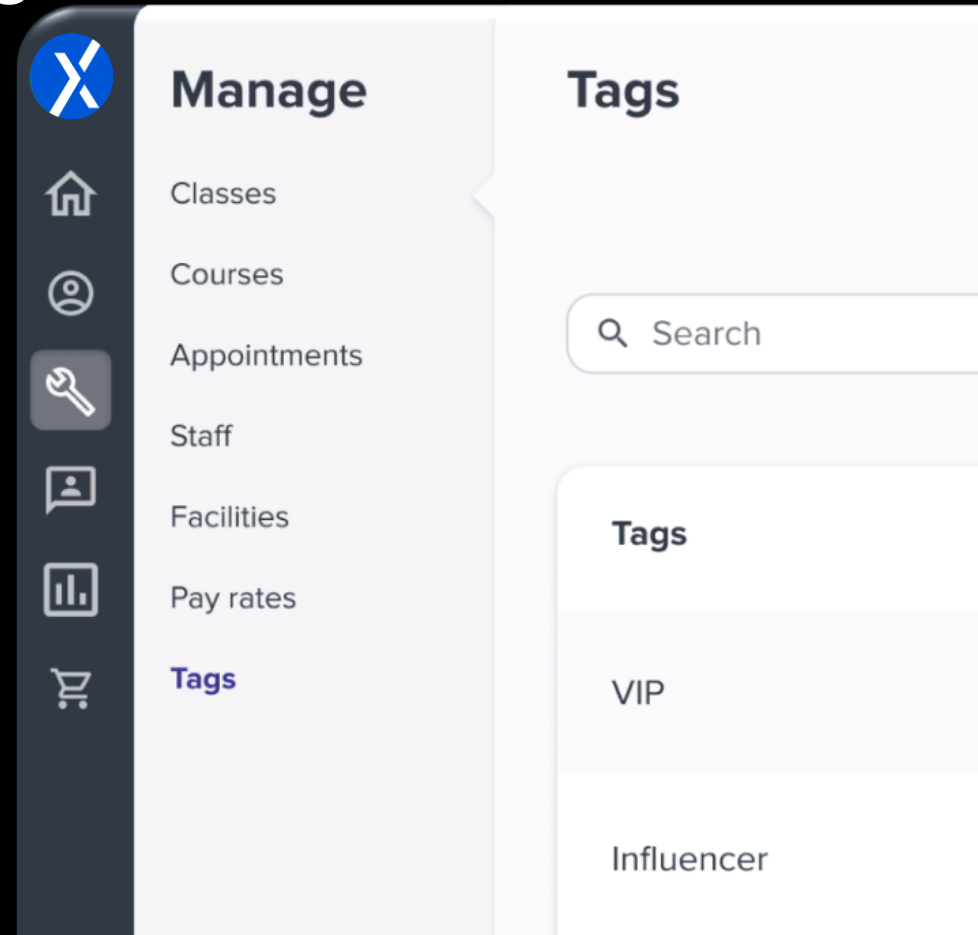
- Ability for staff to apply and view tags on a member's profile
- New Audience – Statuses, Lead source & entry point, gender, age

Enhancing Email Marketing

- Send bulk email to class list
- Send preview test email from editor



Regulatory Compliance and Security

- Automated email on cancellation request
- Automated reminders for autorenewal services (California)




What's next? Considering for H2 '25

Automation & Workflows

-  Decrease time for specific workflows to increase time to first contact (SMS/Email)
-  Event based triggers for key events such as class/event booked or scheduled
- Conditional based logic for workflows (if this then that)
- Lifecycles & Statuses – introduce formalized customer stages – such as Leads, Trialers, Members and Formers


Marketing & Communication

-  2-way conversations enhancements – Respond to SMS messages directly in conversations
 - In-app, Facebook/Instagram DMs
 - WhatsApp support


Sales/Task Management

- Custom Lead Forms – Create custom lead forms enabling easy capture of prospects or enquiries to bring into your sales pipeline.

Filters & Segmentation

-  Enhance People Tagging – Filter and segment customers to create audiences based on tags

Integrations

-  Zapier Integration

Reporting & Analytics

- Multi-location grouping & reporting – Enable easy comparison of hierarchies, groups and single location performance for key reports.

Areas we're focused on for XLerate

People Management

Centralize lead and member interactions and improve relationship management maintaining contact info, fitness goals, and preferences.

Communication & Engagement

Send targeted 1:1 or two-way conversations for announcements, promotions, or reminders, ensuring direct and timely communication across multiple channels (In-App, FB, etc.)

Campaign Management

Create and send bulk personalized communications to leads and members to promote your products and services through various channels.

Appointment Management

Plan, organize and track attendance for appointments integrating customer interactions, registrations, communications, and analytics to enhance engagement and streamline operations.

Templates

Create reusable content across different channels and activities to help promote consistency across locations and brand and save time.

Segmentation & Filtering

Create custom audiences and advanced segmentation features to target individuals at important moments and personalized engagement.

Task & Activity Management

Assign and manage tasks, including emails and calls, within the team to ensure timely follow-ups and consistent client engagement. Maintain productivity and accountability.

Lead / Deal / Pipeline Management

Track and nurture potential clients through the sales funnel, from initial inquiry to membership conversion. Enhance conversion rates across the entire lifecycle of Lead to Purchase.

Integrations

1-way and 2-way data syncs across supported first-party and third-party products to extend the capability of our products.

Inbox & Notifications

Stay organized with a unified inbox and real-time notifications, ensuring you never miss client messages, appointment updates, or important tasks alerts.

Reporting and Analytics

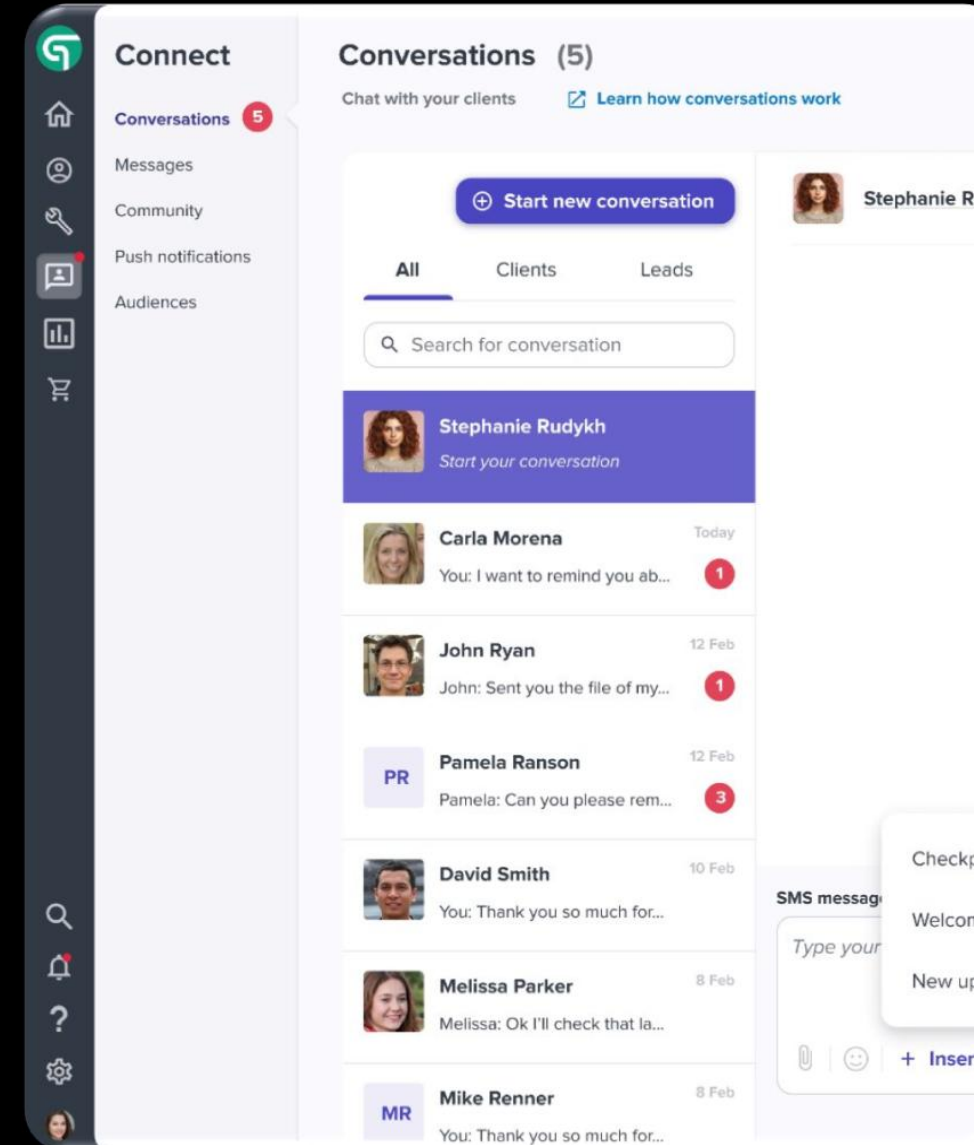
Access detailed reports on marketing campaigns, client engagement, and overall performance. Make data-driven decisions to optimize your business.

Automations & Workflows

Set up automated sequences of messages to nurture leads, engage clients, and drive retention through personalized content triggered by specific actions or milestones in your fitness business such as loyalty milestones or cart abandonment.

Centralized communication

- **Multi-channel communication:** Send and receive messages through SMS, email, and WhatsApp, all within the same conversations page, allowing for seamless interactions with your leads and clients.
- **Easy customer engagement:** Quickly send messages and respond to customers in real-time, improving customer service and responsiveness.
- **Centralized communication history:** Keep track of all communications with each client in one convenient location, ensuring no interaction is missed and enhancing follow-up efficiency.





Thanks