

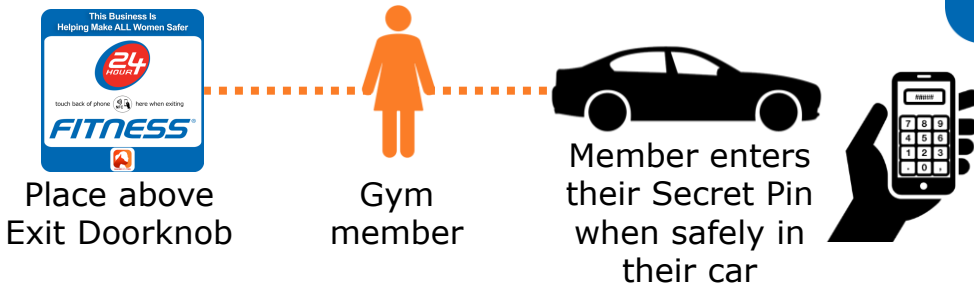
# Distributor Model for Gyms

## Two Part Sales Strategy for Guardian TND

### Part 1

## Physical & Digital Cobranding with Exit Door Sticker

- Free service brings exposure to the product
- Can be used by all Gym staff & members
- Enhances safety from Exit to next destination



3 in x 3 in  
Place above Exit Doorknob

### Part 2

To benefit from the safety technology beyond the Gym, the business can sell cobranded Guardian TND keychains. Gym branding appears on the keychain & inside the app.

#### Part 1 & Part 2 give the Gym:

- Positive Sentiment
- Enhanced Branding
- Repeat Branding
- New Revenue Source
- Branding Promotion Outside of Gym



Countertop Spinner Display



# Market Opportunity for Distributors

## According to IHRSA Research:

- Before the pandemic, 73.6 million Americans were health club consumers in 41,370 health clubs nationwide. (2019)
- There are 32,270 health clubs in the U.S. (*as of July 1, 2021*)
- Health club/gym/studio visits totaled 6.7 billion in 2019.
- In 2020, industry revenue dropped significantly. After 10 years of consistent revenue growth, the U.S. fitness industry lost \$20.2 billion in revenue, down from \$35 billion in 2019. \$29.2 billion was lost in revenue from March 2020 through June 2021.
- In 2019, global industry revenues totaled \$96.7 billion worldwide, and more than 205,000 clubs served some 184.6 million members.

Covid-19 significantly hurt revenues while companies like Peloton took away many members from going to the gym. Today, this industry is desperate for new revenue sources. Upselling products, such as the Guardian TND safety keychain, gives Gyms a new revenue source as well as a low-cost avenue to promote their brand. The exit door sticker also helps create loyalty and demonstrates that the Gym cares about women.

The majority of Gym members are female Millennials and Gen Z who overwhelmingly support initiatives to strengthen the #MeToo movement. According to the 2020 Consumer Culture Report, 83% of Millennials want companies to show they care about them and their values.

With the Guardian TND safety keychain, Gyms can show they care while increasing revenue and brand exposure.