Wearables have evolved from the wrist to a spectrum of devices using smart sensors to monitor and transmit fitness/health data.

Everyday items ranging from glasses to leggings embedded with IoT tech that transmit and record real-time biometric data such as pulse rate, temperature, muscle stretch, heart rhythm and form.

Digital fitness streaming takes home-workouts to the next level by bringing the fitness studio experience in-home with on-demand audio and visual workouts and quality guided programming.



huami #fitbit GARMIN























330%





Wearable Device market will reach over



Number of connected Wearables is expected to jump from

> 000 000



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526M 2016

1.1B 2022

Wearables



19.9M **○** Units in 2022

expected at



Smart Clothing market size to exceed

\$4B by 2024

'Invisibles'



Fitness App usage has grown by



over the last three years (2014-2017)

Average boutique fitness membership

> \$150 per month



Streaming services

\$10-30 per month



Avg of 30K Aaptiv classes are taken each day



Connected **Fitness**

Helps consumers reach their fitness goals, collect actionable data, deliver personalized content in new vehicles, and build new communities



On-Demand Streaming

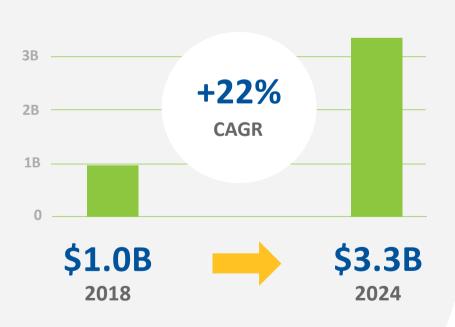


Connected Home Solutions

The Global 3D Body Scanning market

is expected to jump from

Body Scanning





Endomondo



20M

Strava

Fitness Social Networks



43M

Global Users

MyFitnessPal



80M

At-Home Fitness

Equipment Market



Mirror



Peleton

\$700M predicted revenue for the fiscal year ending in February 2020



70+ new live classes weekly







BODY LABS























Digitized body scanners and scales provide a 360-degree snapshot of the body including measurement, composition, and muscle and fat gain/loss.

Fitness Apps have evolved into social platforms with multi-modality offerings, allowing consumers to track personal fitness data, work towards weight loss goals, seek group support, and take part in gamification to help motivate at all fitness levels.

Connected workout systems further augment the at-home experience by blending athletic-grade equipment & performance tools with streaming capabilities, interactive coaching and a sense of community.