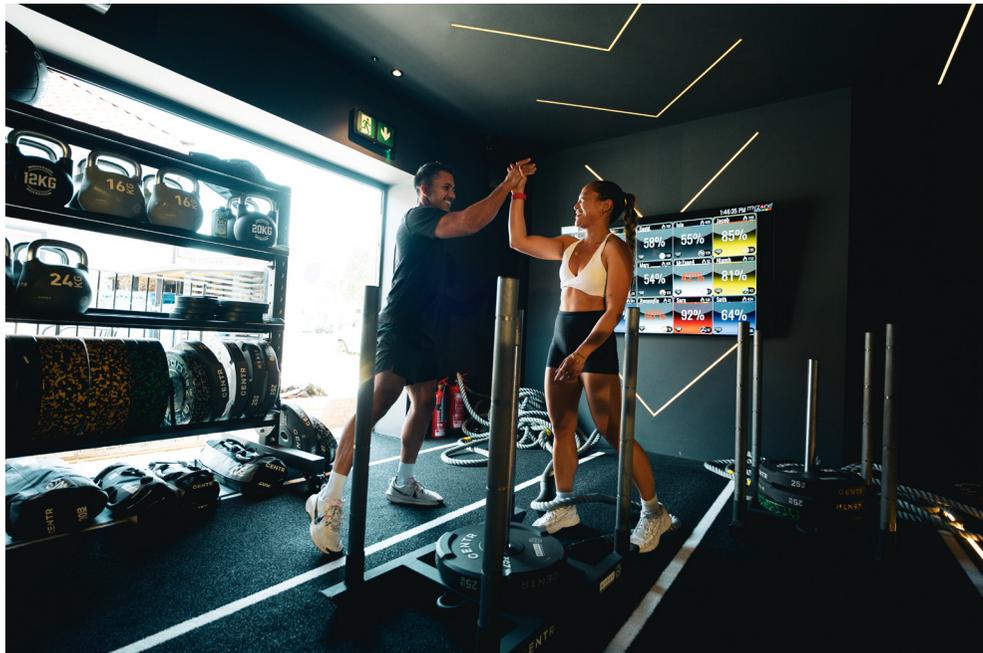


Motivate more of
the world to move

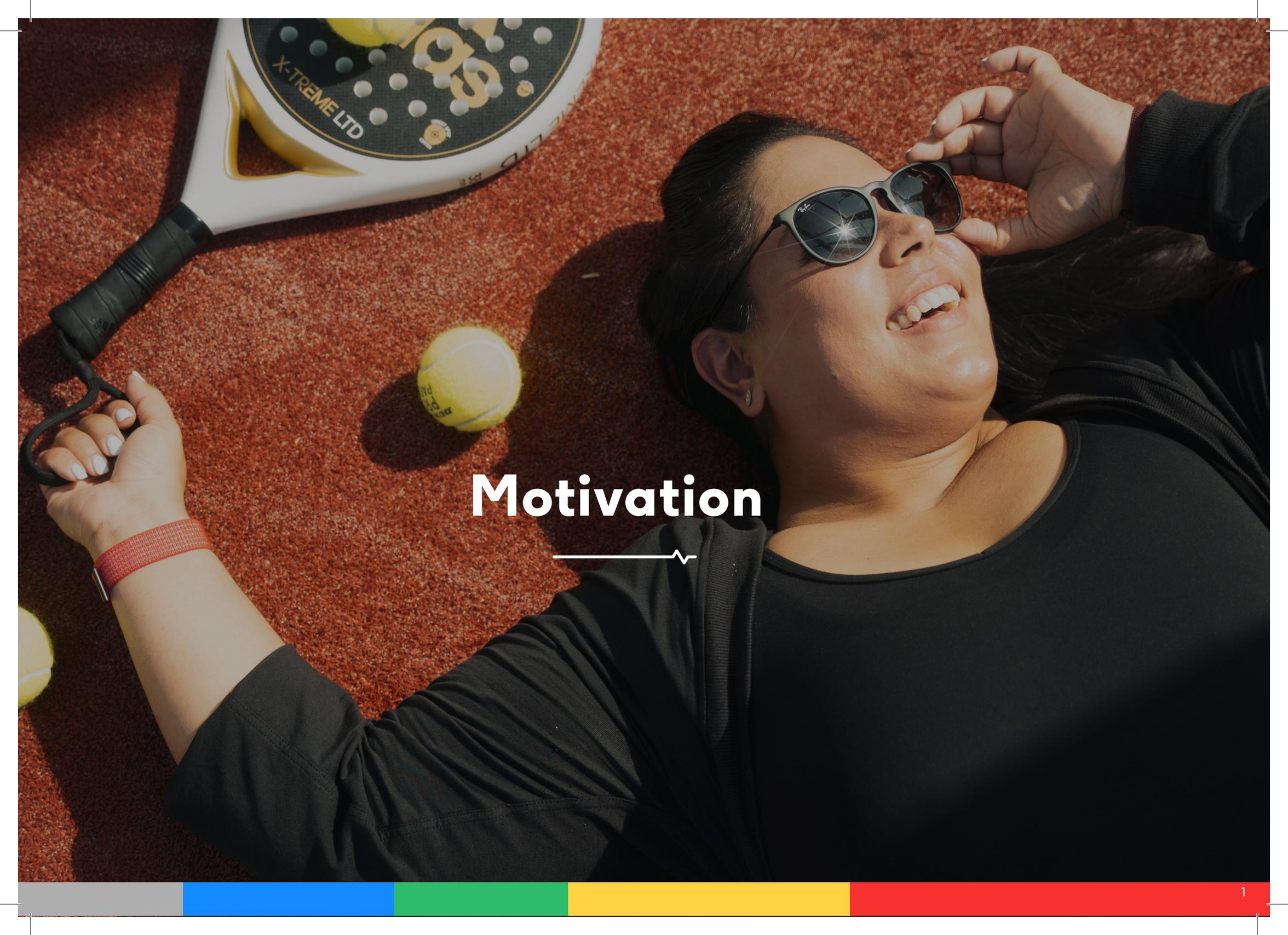




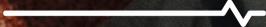
Contents

Explore the proven system for engagement, retention, and community

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Motivation





Acquiring members is expensive. Keeping them is everything

Acquiring new members is 5-7 times more expensive than retaining existing members.

Here are three of the biggest challenges for operators today:



Marketing costs are rising.
Competition is increasing.
Members have more choice than ever.



Churn happens because members lose motivation, stop visiting, and stop seeing progress.



It's not about price. If you can't see motivation declining, you can't intervene. If you can't intervene, you lose lifetime value.



Motivation Technology (MoTech) changes the equation

Myzone turns invisible member behaviour into measurable, actionable insight so you can protect revenue before it walks out the door

Here's a preview on what MoTech brings for your business:

- Higher visit frequency
- Stronger habit formation
- Experience differentiation
- Early churn intervention
- Community growth, loyalty, and value add





Consistency builds identity. Identity builds retention

By rewarding effort, not ability, MoTech removes intimidation, levels the playing field, and gives every member a reason to come back tomorrow



Dr Heather McKee, Myzone's motivation science advisor, explains:

There are three scientific principles at play when understanding how to keep members engaged.



Self-determination theory:

Ensuring members' psychological needs of autonomy, competence, and relatedness are all met.

**Result: Higher satisfaction.
Stronger loyalty. Lower churn.**



Habit formation:

The habit loop (cue, routine, and reward) transitions short-term willpower to long-term skill power.

**Result: More weekly visits.
Greater lifetime value.**



Identity-based motivation:

When behaviours become part of who someone is and not just what they do.

**Result: Reduced drop-off.
Stronger advocacy.**

By making effort visible, rewarded, and socially recognised, Myzone transforms movement from an activity people do into a reflection of who they are.



Myzone's global impact

Motivation Technology delivers measurable engagement and adherence to exercise, across the international fitness industry. At this scale, patterns are clear: motivated members stay longer.



2.5 Million

Myzoners

Adopted by members who stay engaged longer



90+

Countries

Adaptable platform that unites a global community



99.4%

Heart rate accuracy

Trusted data for confident coaching



100 Million

Workouts tracked

Insight into how members really train



10,000+

Clubs & facilities

From boutiques to international chains



1 Billion+ MEPs

Earned & motivated

Real behaviour change;
not passive tracking



Stronger motivation. Better retention. Happier members.

Myzone members stay longer, visit more often,
and are more likely to recommend your club.

On average, Myzone users visit clubs

33%

more than non-Myzone users

Operators see a

23%

increase in retention after 6 months

Myzoners have an

18%

higher NPS score than non-Myzoners



A motivation engine built for modern fitness operators

Key benefits:

01

Drive daily engagement

Turn every workout into visible progress with live feedback and gamification.

02

Build lasting habits

Effort-based rewards reinforce consistency, not intensity spikes.

03

Increase retention

Members who see and feel progress stay connected to your business.

04

Unlock real insight

Understand behaviour, spot drop-off early, and act before churn.

05

Create community at scale

Shared effort, shared wins, shared motivation.

06

Differentiate your experience

Motivation Technology that doesn't replace coaching, but supports culture.





Product line-up

Multiple entry points from Apple and Android smartwatches to a connected motivation system.

This is MoTech, designed to meet members where they're at.



Myzone Go

The easiest way to bring Myzone to every member

A member-subscription model, Myzone Go offers members access to the Myzone ecosystem from their Apple or Android smartwatches, giving you easy, scalable recurring revenue plus an acquisition rebate.

- Lower the barrier to entry
- Engage the masses
- Drive early habit formation
- Offer more to people with a preferred device already



MOTIVATION
UNLOCKED



Product line-up

Purpose-built wearables for classes, high-intensity, and a premium in-club experience.

Myzone One

Built for class-only convenience and a low budget point.



Myzone Max

Built for responsive accuracy, serious gym-goers, and anyone after that extra 1% performance.



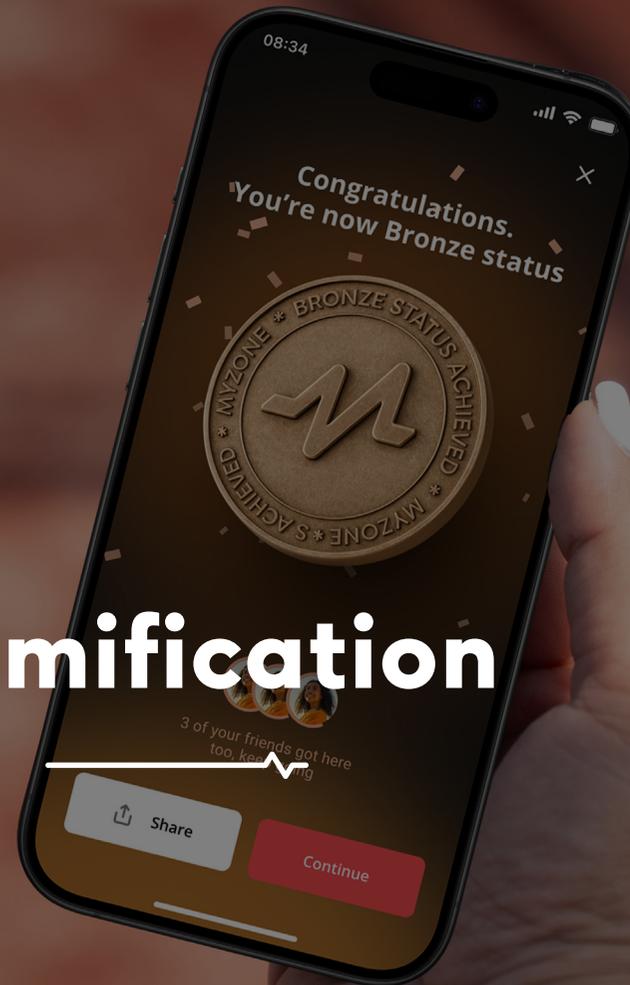
Myzone Switch

Built for wearability choice, comfort, and flexibility for long-term adherence outside the gym.



MOTIVATION UNLOCKED

Gamification





Myzone Effort Points (MEPs)

A fair way to measure effort, and motivate everyone

MEPs reward how hard someone works relative to their own max heart rate. This creates confidence, and ensures inclusivity for consistency across all fitness levels.

For operators, this means:

- More participation
- Less intimidation
- Stronger engagement across your entire membership base





Consistency, recognised

This is your retention engine in action



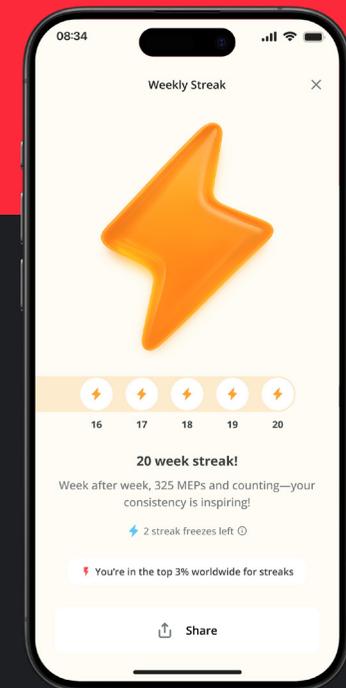
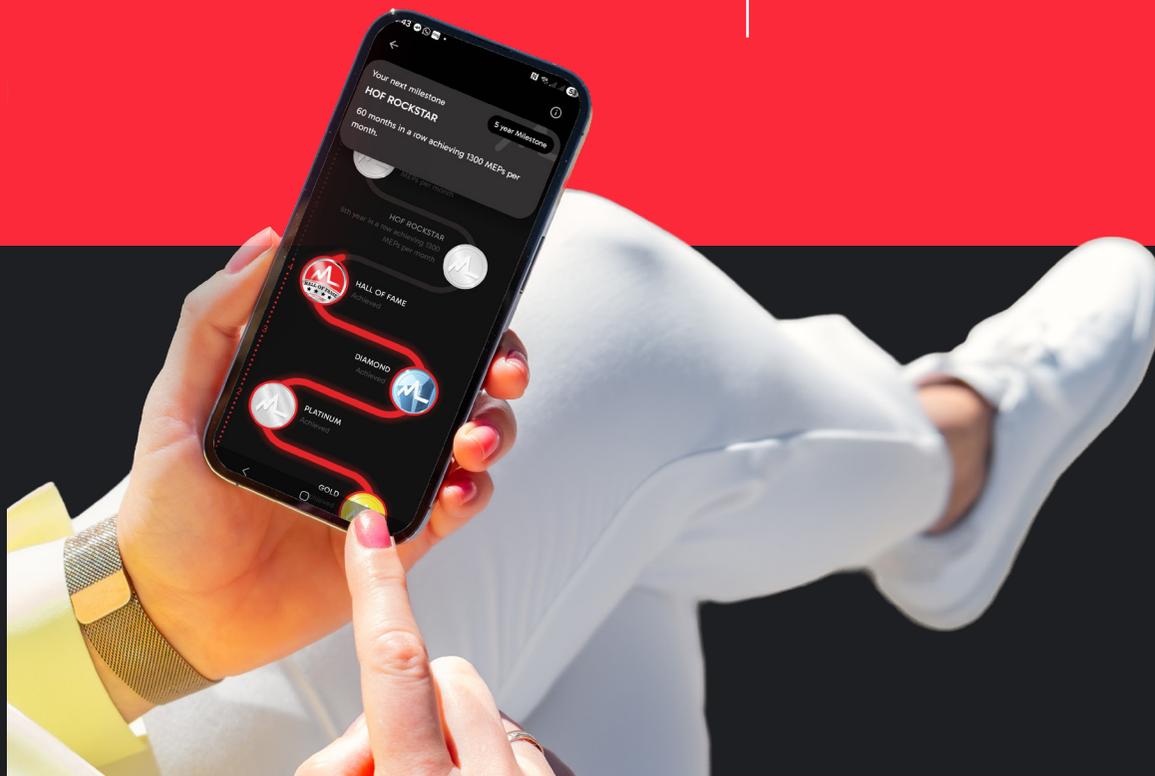
Status creates clear short-term goals and long-term identity (“I am a Myzoner”)



Weekly Streaks turn showing up into a habit, and habits into retention



Together, members stay motivated even when life gets busy





Set-up and get started

Fast to deploy. No infrastructure overhaul required.
If you've ever plugged something in with an HDMI lead,
you can set up Myzone.

- + In-club software system (signal receiver)
- + Monthly license fee
- + Heart rate monitors for members

Visibility + Actionable data





Requirements

- A reliable internet connection of at least 5Mbps
- A screen to display Myzone tiles (TV or a projector, for example – it can also be multiple TVs)
- The Myzone workout space must have a clear line of sight to where you're planning on housing your receiver





Seamless integrations

Myzone enhances your tech stack – it doesn't replace it



Samsung Health



Connected consumer platforms



Google Fit



Rewards partners

Perkville



Club member apps



E G Y M

Cardio console integration



MATRIX

Club management software



To find out more about integrations visit developer.myzone.org



Group training that increases attendance and engagement

Structured sessions and live zone feedback help coaches lead with confidence, while giving members reassurance, and motivation regardless of ability

- Increase class attendance
- Boost coach confidence and autonomy
- Drive repeat visits

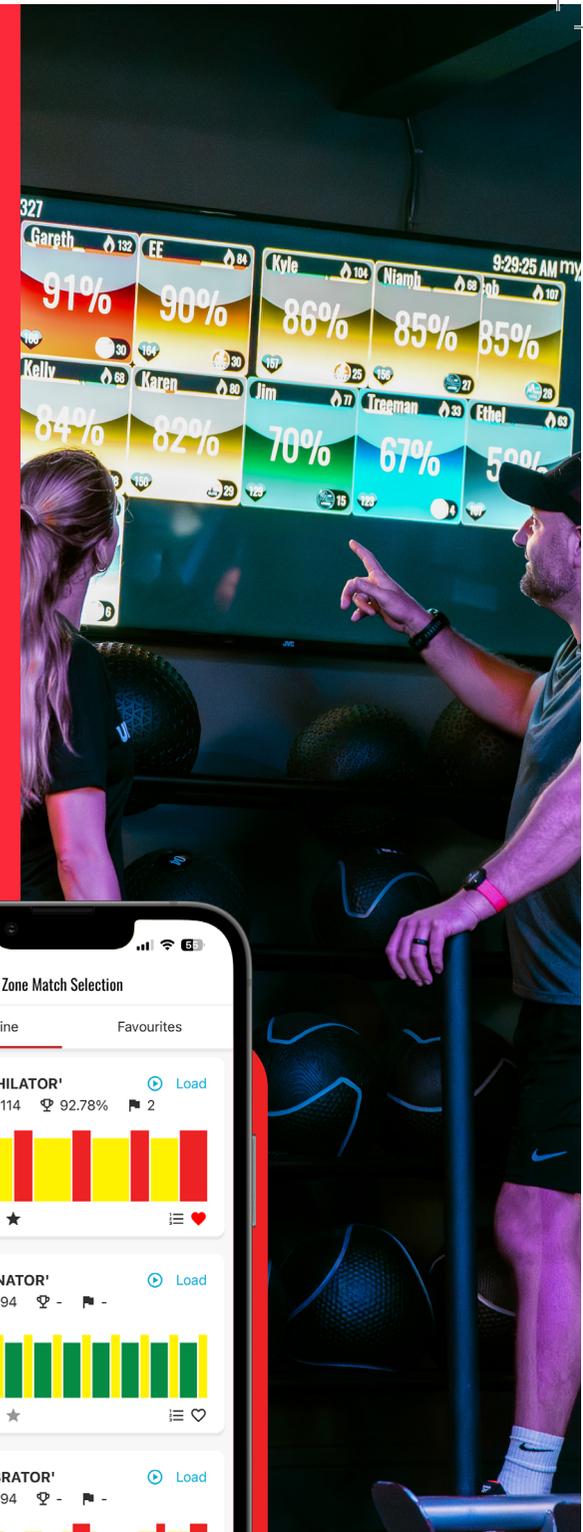
These are group training tools for coach empowerment and experience differentiation

MZ-Instruct

Enables trainers to pre-set easy-to-follow classes, with clear exercise visuals on your in-club screens

Zone Match

Turns effort into play, increasing gamification, participation and enjoyment, without sacrificing outcomes





Myzone Class Creator

Create a class experience that stands you out from the competition



Build workouts
that engage
your membership



Create another level
of healthy competition



Enhance your clubs
programming schedule

These are group training tools for coach empowerment and workout differentiation



Belts In Range



Demo Belts



Load Class



View Schedule



Timers



Get more value from every data point

Your Owner Dashboard turns motivation data into commercial clarity

See exactly how effort, attendance, and consistency translate into member behaviour.
What ROI looks like in real terms:



Identify at-risk members early

Spot declining activity patterns before cancellation conversations happen



Increase lifetime value

Members who earn MEPs and maintain streaks attend more often, and longer



Improve onboarding impact

Track first 30 to 60-day activity to strengthen early habit formation



Drive secondary revenue

Use data to support PT upsell, challenge entry, and coaching programmes



Optimise class programming

See which sessions drive the highest engagement and effort





Community



Your Myzone community

Motivation Technology connects people through shared effort; it doesn't matter if they're in-club, outdoors, or beyond the gym floor.

Challenges, leaderboards, and social interaction transform individual workouts into collective momentum, which strengthens loyalty to both the community itself and your business.



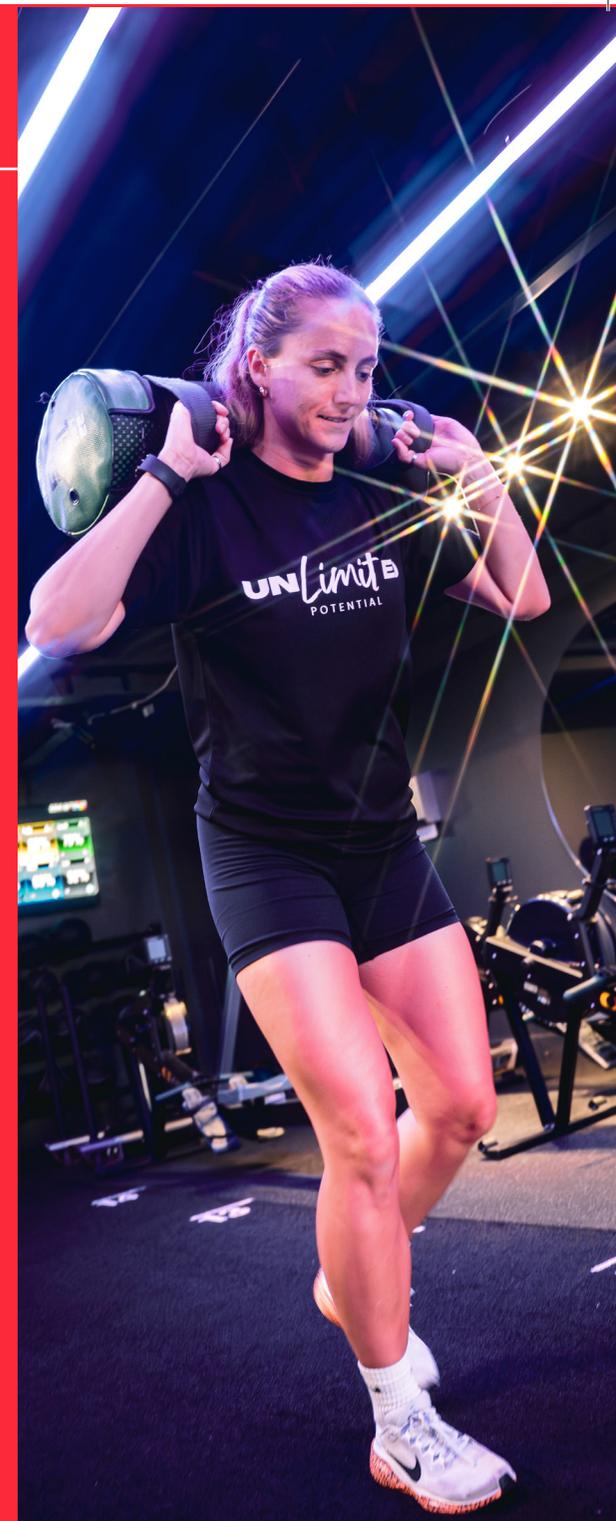


“

Myzone makes it very easy and accessible for people that are probably not as versed in the fitness space. They simplify it with gamification, and that's the most powerful thing – it really does make people aware.

**Sol Gilbert, founder of Coached gym,
specialists in group training, strength and recovery**

”





Community isn't a feature, it's the product

Connected members move more, stay longer, and bring others with them

Belonging drives retention

Members who feel connected are far less likely to disengage or cancel

Motivation scales socially

One member's effort encourages another, creating momentum without extra coaching time

Shared wins build culture

Challenges and leaderboards turn participation into pride

Network effects grow value

The more members who engage, the stronger the experience becomes for everyone

Community reduces churn without increasing costs or payroll

**Motivation that lasts.
Community that grows.
Results you can see.**

