



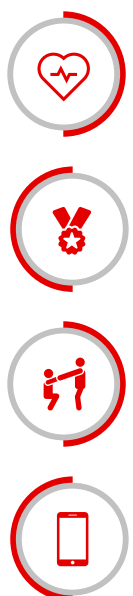
OVERVIEW OF HOW MYZONE WORKS FOR TRAINERS

Myzone delivers a wearable and digital technology solution for the fitness industry.

The wearable fitness tracker shows and rewards effort when you work out. Myzone displays real time heart rate, calories, and intensity with five simple color-coded personalized zones. The telemetry can be displayed collectively in group settings and exercise classes, or individually direct to your smartphone via the Myzone app. The app allows engagement, motivation, and communities to flourish.



Trainers utilizing Myzone throughout their workouts holds clients accountable during sessions and in between sessions. The Myzone App allows for engagement by linking clients together in a group, that way trainers and clients can stay connected with each other whether they are doing a group session or a one on one. It gives you the ability as a trainer to connect, congratulate and encourage motivation from your clients by simply messaging them directly or liking their workout.



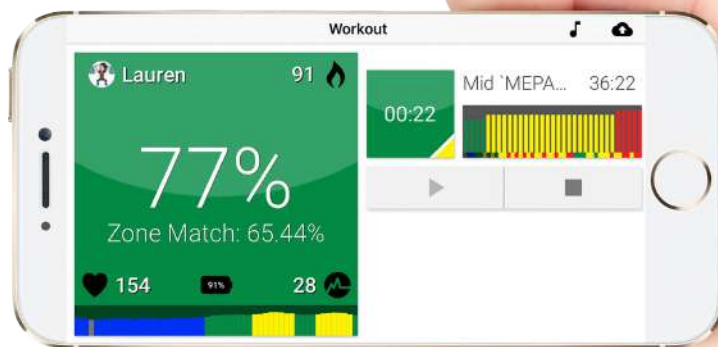
Myzone delivers a fully connected solution for anyone who wants an accurate (equiv. to an EKG at 99.4%), gamified and motivating wearable experience. Users are motivated to sustain physical activity and when teaching form, trainers can see live data in terms of intensity and effort throughout the workout to see how hard clients are really working. Clients can upload and share their workout data through social media to promote their trainer. Trainers can also run social promotions with Myzone to help in gaining more clients.

FACT

Myzone ensures that trainers stay connected to their clients and keeps them accountable to programmes both inside and outside of the club.

Zone Match is a way to help motivate and challenge your clients to achieve set zones within their workouts.

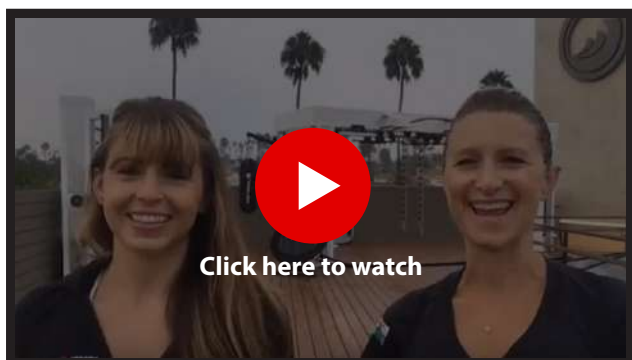
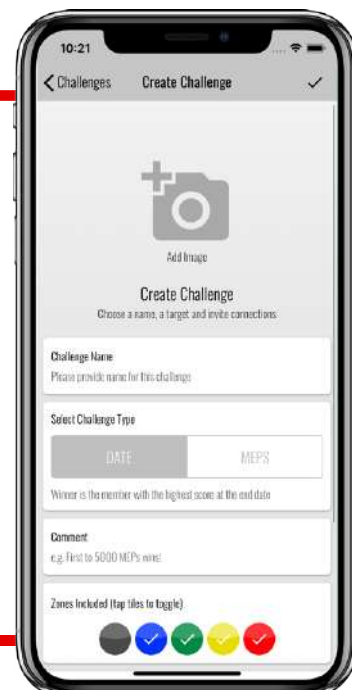
The app will take each client on a zone journey to help them achieve their goals. Clients will receive live feedback throughout the workout, and a personal percentage score at the end to help encourage and maximize their Myzone experience.



Available on Myzone app  

Through the app, clients can create challenges to take on their friends, encouraging friendly competition through motivation and see who comes out on top. With the help of the MZ-Fitness test, trainers can keep track of their client's accurate results.

The **MZ-Fitness** test shows you how much your heart rate drops in (beats) within 60 seconds after the exercise portion of the test. A higher score may be indicative of a healthier heart.



For extra motivation, trainers can learn the ropes of Myzone and answer any questions that may arise through our trainer videos on YouTube and engage with our master trainers during weekly **Fitness Friday** workout sessions via Facebook Live.

