



APARTMENT AND HOTEL FITNESS CENTRE SOLUTIONS



WHO & WHAT

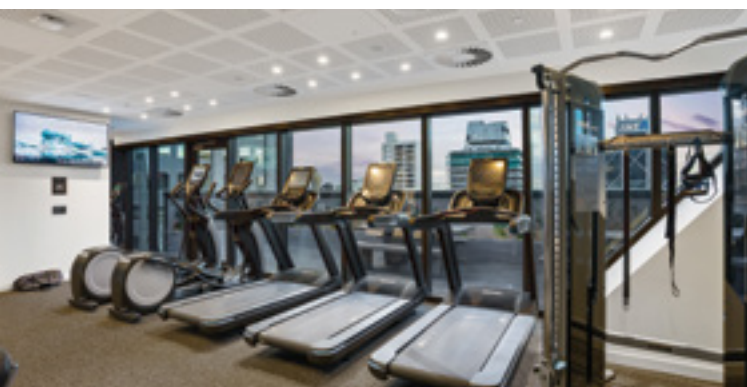
As health and wellness becomes an integral part many people's lifestyle, there is now a huge opportunity to integrate this into their stay. When it comes to your hotel or apartment building, a great way to captivate your guests and offer something truly unique is through the fitness space.

This process is seamless through Blue Fitness so you can say goodbye to all your equipment headaches and reward your tenants with World class fitness equipment from premium brands.

FITNESS SOLUTIONS = OPPORTUNITIES.

Why lease from Blue Fitness?

- **Conserve your cash:** Put your valuable working capital to better use somewhere else in your complex.
- **Monthly payments:** Fixed monthly payments allow easy budgeting and forecasting. No need to plan for expensive future upgrades.
- **Fully Maintained:** Scheduled preventative maintenance reduced downtime. No unexpected repairs and maintenance expenses.
- **Tax Friendly:** Payments are up to 100% tax-deductible.
- **Equipment upgrades:** Seamless equipment rollover keeps your equipment fresh and current.
- **Trade-in:** We will trade in your old equipment.



Blue Fitness was established in 2002 and quickly became the premium supplier and exclusive distributor of over 20 of the world's best fitness Brands. This year, we celebrate our 20-year anniversary which marks an important milestone for our company celebrating our growth, accomplishments and relationships built with our loyal clients and the wider community, whilst looking forward to the next 20 years.

Conveniently located in Auckland CBD, with a network of Sales and Technical staff across the country to ensure a full support and service regardless of where you are located.

Actively involved in the business are the three owners, each with responsibility in Sales, Service and Finance. This team approach means direct contact and relationships with the three owners of Blue Fitness through your entire partnership. We are 100% committed to our company values, of TRUE BLUE, BLUE CREW, BLUE PRINT being OUT of the BLUE and we go the extra mile to ensure our customers receive the best possible advice and support whether it be a new venture of you've been our partner for 20 years.

The brands we choose to distribute meet the highest commercial standards and come with our Blue Print service guarantee as standard. A lot of our supplier relationships also span 20 years, and a snapshot of each brand follows.

Blue Fitness is more than just the world's best brands. Purchasing it is by no means a one-off transaction; it is the beginning of a long-term partnership spanning many years. You and your club will require ongoing advice, support, and service once your business opens, so it's imperative that you are comfortable with the team you are partnering with. We are truly passionate about our industry and what we do daily. We work hard and have fun as a team. This is a big part of our business and who we are and when you partner with us you become part of that team.

INTEGRATED FITNESS ROOMS

Guests stay at hotels for a variety of reasons, but if a hotel chooses to invest in quality wellness products, guests will have a much more enjoyable stay as they can continue with their exercise routine or workout to de-stress after a busy day. Upgrade your guest experience and yield by adding fitness equipment as an option into each room. Hotels worldwide experience higher occupancy for these rooms with many travellers choosing hotels based on availability of these room types. Typical upcharges are an additional \$30-\$50 per room night.

OPTION 1:

Connected Indoor Cycling Bike, Y Bells including Stand and Exercise Mat.

Lease from \$175 per month plus GST**



OPTION 2:

Connected Treadmill, Y Bells including Stand and Exercise Mat.

Lease from \$425 per month plus GST**



Blue Fitness will customise instructions for use, safety and support for the Hotel.

** Based on a 48-month lease. Pricing may vary depending on product mix.

wexer

As wellness becomes ever-more entrenched in people's everyday decisions and lifestyles, we're seeing leading hotel brands across the globe taking special measures to meet traveller demands.

Those demands are high: guests increasingly expect premium fitness offerings that allow them to continue their wellbeing routines in style while they're away from home.

Crucially, hotels are 24/7 businesses, which means their fitness solutions also need to be 24/7. This is where the power of digital comes to the fore, and where market leader Wexer can step in as the ideal partner.

The Wexer Web Player, for example, is a simple yet sophisticated tool that meets consumer expectations with world-class, on-demand group exercise. Accessed by inputting a one-off or time-restricted promo code, this web portal allows guests to stream their choice of hundreds of Wexer virtual classes to any internet-enabled device.

WORKOUT SPACES

Provide a first-class workout experience in a small to medium space. With over 50 years combined experience Blue Fitness can not only provide beginning to end support tailored to your needs but can also supply flooring through to equipment and accessories.

■ SMALL WELLNESS ROOM 20-30sqm

\$545 +GST per month**

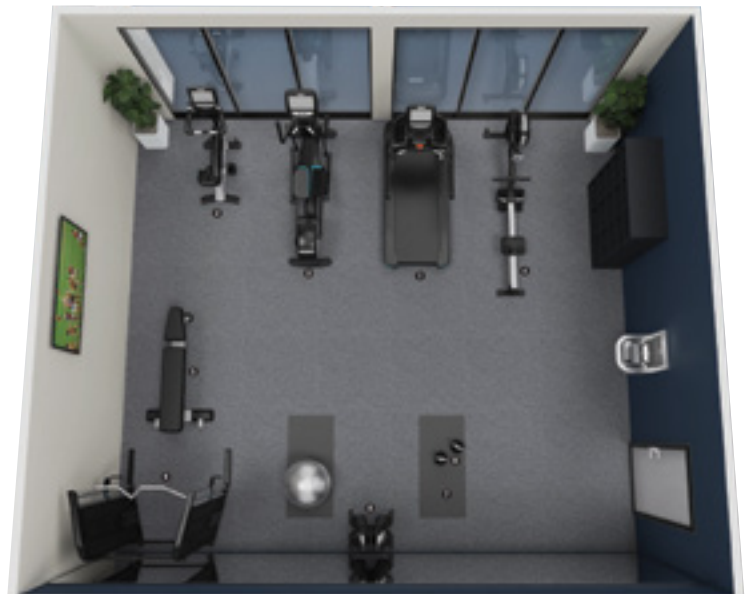
- 1 Treadmill
- 2 Bike
- 3 Rower
- 4 Adjustment Bench
- 5 Dual Pulley
- 6 Stretch Mat
- 7 YBells



■ MEDIUM WELLNESS ROOM 40sqm

\$895 +GST per month**

- 1 Treadmill
- 2 Bike
- 3 Elliptical
- 4 Rower
- 5 Adjustment Bench
- 6 Dual Pulley
- 7 Stretch Mat
- 8 YBells



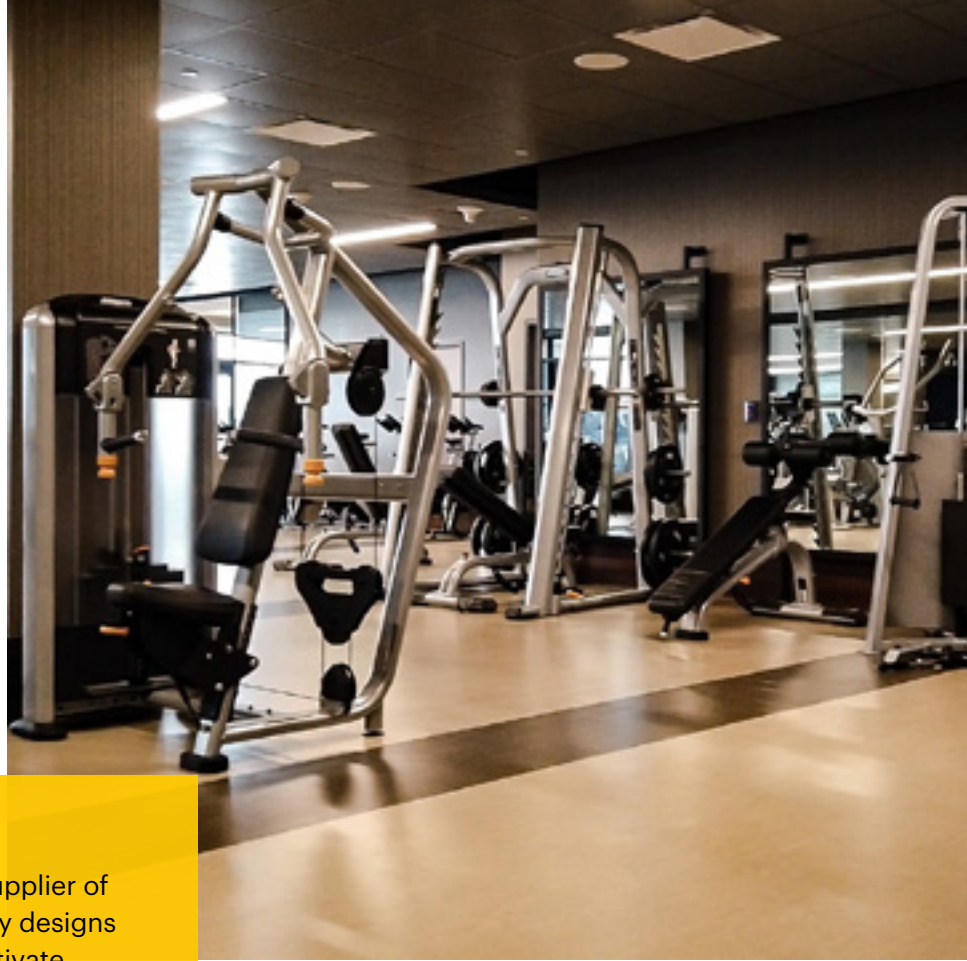
■ LARGE WELLNESS ROOM 50sqm

\$1450 +GST per month**

- 1 Treadmill
- 2 Bike
- 3 Elliptical
- 4 Rower
- 5 Adjustment Bench
- 6 Dumbbell Rack
- 7 4 Station
- 7 Stretch Mat



** Based on a 48-month lease. Pricing may vary depending on product mix.



Blue Fitness is proud to be the exclusive supplier of Precor across New Zealand. Precor expertly designs first-class fitness experiences that will captivate your guests, lift review ratings and offer something truly unique. Their premium fitness solutions are installed in over 100 countries, in some of the world's finest hotels, resorts and spas. They pride themselves on being an approved vendor in 9 out of 10 of the world's most premium hospitality brands. Working with Blue Fitness, the Precor global hospitality team is here to help you create a tailored fitness experience for your guests.

HYATT REGENCY LAKE WASHINGTON, UNITED STATES

Precor design teams worked together with Hyatt to create a space that complements the natural beauty of the Pacific Northwest.

Their design narrative leveraged reclaimed wood, natural materials and clean lines that accompany the exceptional qualities of the natural setting.



PRECOR CARDIO

PREMIUM QUALITY, DESIGNED TO ENGAGE

All of the Precor cardio equipment features proven designs, premium materials and quality components, to deliver reliability you can trust. Our Cardio Products

With Precor, their design principles raise the bar. Every detail is added to build products that are intuitive to use, easy to maintain, and deliver a low cost of ownership. Their human-centric design approach enable products that adapt to the exerciser and offer enhanced workout variety and effectiveness.



TRM 885
Storm Grey



600 LINE



STAIRMASTER®



EFX 885
Black Pearl



EFX 885



AMT 885



TRM 885



UBK 885



AMT 885

BODY BIKE

Body Bike International is a leading manufacturer of indoor bikes. With a 20-year track record of creating the best indoor bike, we stock 3 models fit for your commercial facility.

BODY BIKE SMART+

BODY BIKE SMART®+ sets new standards for indoor cycles. It combines state-of-the-art technology with functional design providing both the cyclist, the service team and the club owner with a superior indoor bike.

It features a revolutionary innovation: SMART Charge. With every pedal stroke you create power. And the harder you pedal the more power you produce. Power to recharge your mind, power to recharge your body, and power to charge your phone.



Body Bike Smart+

YBELL

YBELL IS EXCLUSIVELY AVAILABLE FROM BLUE FITNESS

YBell® weights allow you to do kettlebell, dumbbell, double-grip med ball, and push-up stand exercises all with a single piece of equipment. The YBell® NEO has been carefully designed by experts in fitness and industrial design to make working out easy and accessible for Every Body, no matter your fitness level.

The YBell® weight is a compact, portable piece of fitness equipment designed for ENDLESS WORKOUTS.



YBELL VERTICAL STORAGE RACK

- Chrome plated arms and hardware with black powder coated body and base
- Holds 10 YBell Neos of any size
- Easy to assemble
- Double-handled use for YBell removal and replacement
- Assembled dimensions: 21" L x 20" W x 60" H (51cm L x 50cm W x 154cm H)





For over 40 years, Concept2 has been making top-quality exercise equipment that gives you a great workout in your home or gym.

CONCEPT 2 ROWERG

The dependable performance of our RowErg has made it the best selling indoor rower in the world. Recognized by competitive rowers as the standard for indoor training, the RowErg delivers an effective cardiovascular workout that will increase your fitness level and tone your physique.



ROCKIT

The ROCKIT range of Dumbbells, Plates, Barbells and Accessories are exclusive to Blue Fitness and are high end commercial grade quality whilst being great value for money. Our product lines are aimed at creating a perfect solution for your gym accessory requirements.



Urethane Dumbbells & Kettlebells



Urethane Weight Plates



Battle Bags, Ply Box and Accessories



HOIST® Fitness is a San Diego, California, USA based company producing premium strength training products and LeMond series exercise bikes for commercial and home markets. The company's commercial products can be found all over the world in: health clubs, colleges & universities, professional sports gyms, YMCAs, community centers, hotels, multi-family homes, personal training facilities, corporate fitness centers, government facilities and military installations.



HD DUAL SERIES

The HOIST® HD-3000 Dual Pulley Functional Trainer integrates innovative design with increased flexibility for a unique functional trainer perfect for any commercial or light commercial fitness facility. A space- efficient corner design allows for optimum placement to maximise space.



4 STATION

The HOIST Fitness H4400 4 Stack Multi-Gym brings 40 years of innovation with its recent redesign by our engineering team. Designed with the same smooth, natural, quiet motions that have become the HOIST® trademark, the H4400 is the most up-to-date premium 4-station gym for light commercial settings.



2 TIER DUMBBELL RACK

Over the past 40 years, HOIST® Fitness has become a leader in the strength training equipment industry through proven effectiveness, durability, and versatility. The HOIST consumer free weight and personal training system product line is precision built with superb components and unique space saving designs.

PACIFICA

CASE STUDY



Utilising space in an apartment building for a Fitness centre comes with a stack of advantages. Not only will you help save your tenants money on a gym membership but it builds a social space where your tenants can meet and get to know each other reducing tenant turnover creating a community space.

In January 2021, Blue Fitness completed the gym installation at the Pacifica - NZ's Tallest Apartment Building.

Towering 178m high, The Pacifica is New Zealand's tallest residential building and every inch of it is pure luxury. Reaching high into the Auckland skyline, The Pacifica building façade is inspired by Māori and Pasifika flax weavings. These stunning glass panels bring a modern cultural touch to the City of Sails.

During the initial facility consultation, it was clear that the fitness facility required state-of-the-art commercial equipment to complement the luxury apartments, so our team presented a number of options that they knew would work perfectly.



HILTON KARAKA

CASE STUDY



In July 2018, New Zealand Bloodstock announced they would be collaborating with DoubleTree by Hilton to open a world-class property on the stunning site at the Karaka Sales Centre.

The hotel features 120 guest rooms including four spacious suites, a restaurant and bar, a fully equipped gym, a pool, and two meeting rooms. Along with full access to the Karaka Pavilion which encompasses four meeting and event spaces that can accommodate events from 12 to 600 people.

As the supplier of Precor in New Zealand, Blue Fitness presented Precor along with a variety of other superior brands to complete this fitness space. Chosen by the Hilton, this state-of-the-art 24-hour Fitness centre has been primarily equipped with Precor cardio line featuring Treadmills, Cross trainer, and their FTS Glide.

SERVICE & SUPPORT

Our Service Department is conveniently located in Auckland CBD, with a network of technicians across the country to ensure wrap-around service and support regardless of where you are located. All equipment sold by Blue Fitness meets the highest commercial standards and comes with a full manufacturer's warranty, in addition, our customers enjoy extended warranty terms on many items.

Whether you choose to purchase, finance or an operational lease we will recommend and customise a service programme that will extend the working life, maximise return on investment, reduce downtime and minimise servicing overheads of your most valuable assets. Choose from an Asset Management immediate alert to a weekly summary to keep in touch with your Precor cardio equipment. A documented service report with a summary of all work completed including any key issues and recommendations is presented after each service to keep you fully informed. We truly believe that service is key to success in our business, and we prioritise investment to ensure continuous development and improvements to our service levels. We never get tired of hearing from our customers that our service is the best in the industry.

FINANCE



Blue Finance Ltd is our equipment leasing company supporting Blue Fitness Ltd. Whilst a separate entity, Blue Finance has mutual shareholders and works closely in partnership with Blue Fitness along with other leasing companies. BlueFin can customise a package to suit your club which will often include integrating an extended warranty and 'Operational lease' of up to 5 years for Cardio, and 'Lease to own' for Strength. Cardio equipment continues to develop, specifically in the user interface along with phone technology, data speeds, data information, Apps, and online content.

Cardio as a component is primarily the highest section of the equipment order. It requires the most preventative maintenance due to the usage and built-in technology, such as an OPEX lease, off-balance sheet and a fixed monthly cost, this has proven to be the preferred option for a number of years now. Strength Equipment in general has a longer lifespan and is less susceptible to technology changes so often a 'lease to own option is best in this space. As a general rule, Blue Finance will hold a security interest over the equipment only, and not a GSA with regards to the business or any other personal assets.

Blue Fitness has supplied fitness equipment to...



Federal Apartments
207 Federal Street, Auckland



Queens Residences
17 Wakefield Street, Auckland



Queens Square
438 Queen Street, Auckland



Grand Millennium
71 Mayoral Drive, Cnr Vincent Street,
Auckland



M Social
196/200 Quay Street, Auckland CBD,
Auckland



Rotorua
Lake End, Tutanekei Street
Rotorua

YOUR SPECIALIST TEAM



BEN DAVIES

Managing Director
ben.davies@bluefitness.co.nz

Ben Davies has been involved in most aspects of the Aquatic, Leisure and Fitness Industries both in New Zealand and Australia for the past 30 years. He established the first of the Blue Leisure Group of Companies over 15 years ago and has a Post Graduate Diploma in Business Administration from Massey University, a Physical Education Degree from Otago University, and Public Swimming Pool Water Treatment Certificate from CIT. Ben has held numerous company directorships in New Zealand and Australia across both the private and not for profit sectors. A keen triathlete he has completed 5 Ironman distance Triathlons, and represented the country in the World Championships. Currently he is a Master Spinning Instructor for Mad Dogg Athletics with his favourite saying being "The older I get the better I was".



HAYDEN SMITH

Sales Director
hayden.smith@bluefitness.co.nz

Hayden has worked in almost all aspects of the industry, commencing as a Service Technician 20 years ago, and then moving through roles in Customer Service and Management before finding his true passion in Sales and Account Management. Having worked in various roles and with different brands and distributors, Hayden has extensive experience and knowledge on all aspects of the commercial fitness equipment industry.

Hayden came to us in the early days when Blue Fitness was just a baby and has been a driving force behind the sales growth of the company ever since. Clocking up 1000's of kilometres, he has driven and flown his way all over the country and has visited almost every fitness facility in New Zealand at least once, and still enjoys travelling the country seeing new clubs and meeting new people.



BRETT KENNEDY

Service and Operations Director
brett.kennedy@bluefitness.co.nz

Brett started his professional life as an apprentice automotive engineer which quickly moved to workshop foreman roles then onto workshop management. Brett was brought into the Blue Fitness team in 2009 as a service manager and has thrived with his experience in customer service, operations management and mechanical knowledge.

In his time with Blue Fitness Brett has travelled throughout Australia and New Zealand installing equipment and visiting customers, to ensure that their experience with all equipment purchased through Blue Fitness is meeting the high standards we set for our product.



SAM BOS

Southern Territory Manager
sam.bos@bluefitness.co.nz

Sam has over 10 years' experience in the Fitness Industry having joined the Blue Fitness team in 2017 as Regional Manager based in Wellington. He has a Diploma in Exercise Prescription/Bachelor's Degree in Applied Management from New Zealand Institute of Sport. Sam loves helping people and working with fitness facilities all over the country, from marketing and product promotion through to delivery and installation. He applies attention to detail to ensure our customers are looked after in every aspect of the buying process. Sam sees his strength in building long term genuine relationships as his best asset.



REECE ZONDAG

Specialist Account Manager
reece.zondag@bluefitness.co.nz

Reece Zondag joined the company mid-way through 2020. Reece has an extensive Fitness Industry background of over 30 years, was the previous CEO of Les Mills New Zealand and recently through his Company NRG Fitness Equipment, the distributor of Matrix.

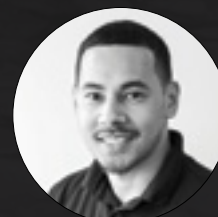
Reece works independently as a specialist consultant for Fitness operators though his company Gym Consultants and with Blue Fitness in Equipment Sales for key accounts and throughout Waikato and Bay of Plenty.



ALLY MCFARLANE
Marketing Manager



CHITO DE LA CUEVA
Service Technician



AARON CAKAU
Service Technician



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