

PERSONAL

20

ELECTRO FITNESS

A BUSINESS
SHAPED
FOR SUCCESS



PERSONAL20 THE NEW ERA OF FITNESS EVOLUTION

Open yourself to the new era of fitness evolution with Personal20 and wearable technology.

Did you know that the #1 trend in the fitness industry is wearable technology? And the fastest growing fitness concept in Europe is the boutique of Electronic Muscle Stimulation?

We offer an outstanding branded experience for the majority of time pressed people who want to redefine their bodies and health with exercise.

Are you ready to join the fitness revolution?

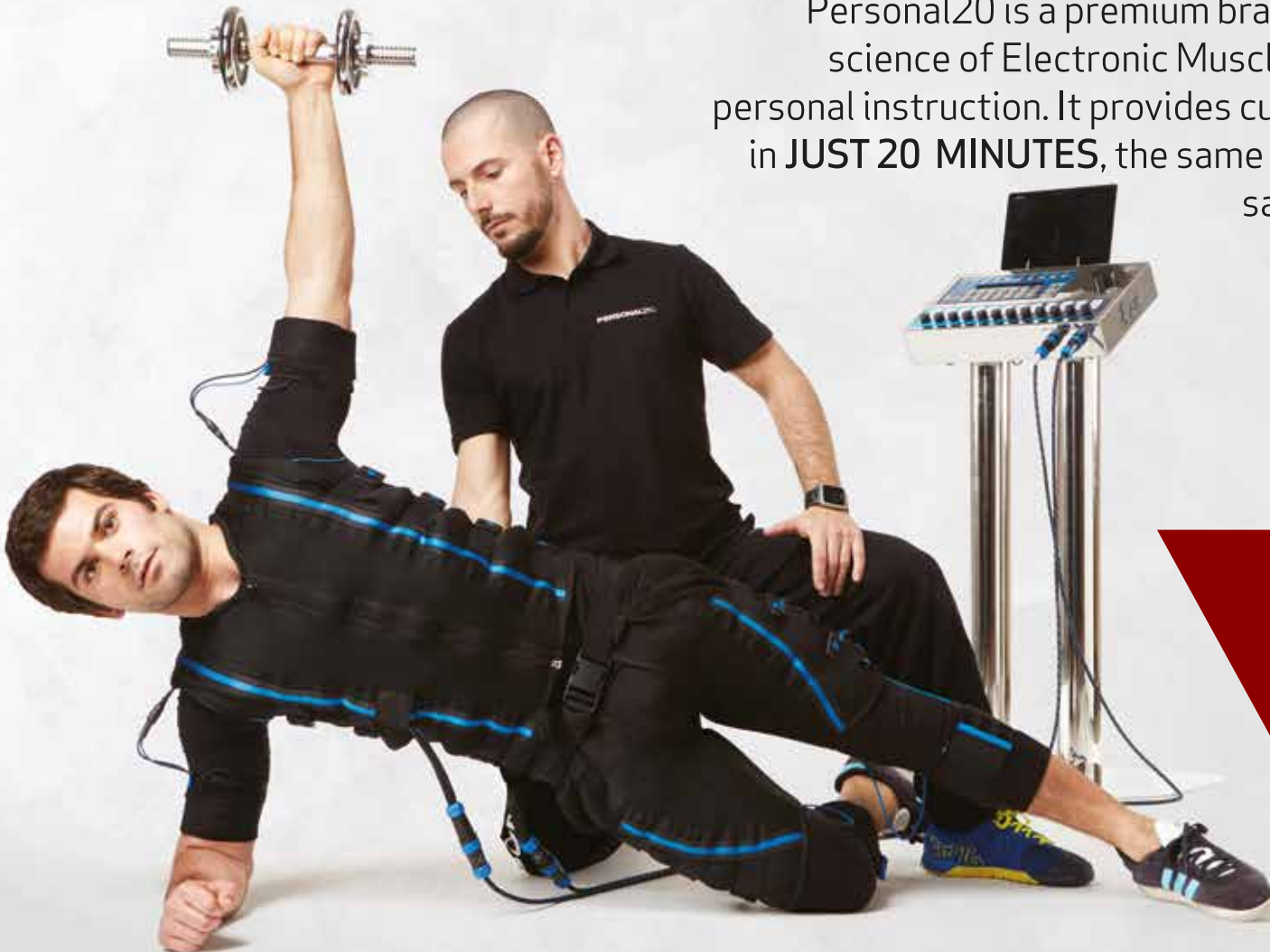


PERSONAL20 THE NEW ERA OF FITNESS EVOLUTION

Personal20 is a premium branded fitness concept, based on the science of Electronic Muscle Stimulation (EMS) and top quality personal instruction. It provides customers the opportunity to achieve in **JUST 20 MINUTES**, the same results of a 90 minutes workout in a safer, healthier and one-on-one basis.



Specific skills are required to operate the machine, so EMS trainings can only be done in the presence of qualified trainers.



PERSONAL20 THE NEW ERA OF FITNESS EVOLUTION

What is EMS training?

The Electronic Muscle Stimulation training is a special form of personal training. Science and pro sport have used this method successfully for decades. The advantages of this technology is now available to anyone.

- P20** More than 36,000 muscle contractions can be reached during a single 20 minute E-Fit training session;
- P20** Electric current of low intensity reaches the deepest muscle fibers;
- P20** 30 - 40 contractions per second happen in each muscle group for increased strength and improved blood flow.

This is backed up by scientific research and customer feedback.



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PEOPLE WANT THE BENEFITS
NOW THEY CAN HAVE TIME
JUST 20 MINUTES

PERSONAL20
ELECTRO FITNESS

Atheletic training
& body building

Speed

Fat burn

Back pain relief

Total Body

Cellullite

Adaptable for age &
fitness level

Easy on joints



8 GOOD REASONS TO LAUNCH A PERSONAL20



Low starting initial investment.



Exclusive quality controlled program, the P20 Method, guarantees safe and effective training for your Personal Trainers to deliver consistently to all Personal20 clients around the world.



Complete comprehensive training with certificate and on-going continuing education.



A 20 minute exercise product achieves great penetration into a competitive marketplace, and allows for more clients per hour to be serviced.



Monthly marketing materials with comprehensive tools, including social media marketing.



Profits – a business model that can be added to an existing business or as a stand alone.



Sitting is the new smoking and the 4th leading cause of death according to the World Health Organization.



A unique opportunity to make a difference in the health and wellness of others and yours!

PERSONAL20 A BUSINESS SHAPED FOR SUCCESS

How do we know?
Because we have:

-  RESEARCHED
-  TESTED
-  CLEARED
-  LOVED



PERSONAL20

A BUSINESS SHAPED FOR SUCCESS

How do we know? Because we have:

RESEARCHED

Fitness and Marketing research on fitness market evolution - business wise and consumer wise - show that:

- **Each year 1M people join health clubs** (IHRSA 2014 Profiles of Success)
- **+2.8% projected annual growth rate** is to be expected between 2014 - 2019 (IHRSA 2014 Profiles of Success)
- **42% of health fitness consumers attended boutique studios in 2014** (Club Intel, on Health/Fitness industry in 2016 white paper)
- **Expertise and personalized service & “pay for what I really use” is the fitness service consumers are more and more willing to pay by opposition to traditional fitness concepts** (Club Intel, on Health/Fitness industry in 2016 white paper)
- **Technology, versatility and one-on-one solutions continue to grow** in preference to traditional fitness approaches and equipment. (Club Intel, on Health/Fitness industry in 2016 white paper)

Each day consumers want more and more innovative, “techy”, versatile, personalized and faster (time consumption & efficiency) solutions (Club Intel, on Health/Fitness industry in 2016 white paper)

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A BUSINESS SHAPED FOR SUCCESS

How do we know ? Because we have:

TESTED

- The history of the muscles' electric stimulation goes back to 1791, to Luigi Galvani's experiment. Since then countless research studies and sports results have confirmed its effectiveness.
- Extensive research has been performed at various universities in Europe as well as publications.
- European soccer teams such as Bayern de Munich are using E-Fit to achieve their athletes optimum performance.

CLEARED

- FDA has already cleared E-Fit technology as "intended to stimulate healthy muscles in order to improve or facilitate muscle performance".



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A BUSINESS SHAPED FOR SUCCESS

**How do we know? Because we asked:
LOVED**



Andreia Sequeira, Owner of Personal20 Odivelas, Lisboa

"We considered Personal20 as a service that would help our clients achieve better results with an opportunity to also increase our revenues as well as attract new clients. It was a big challenge in 2016, as there was little talk of EMS and we were the 1st to launch in the network in Portugal. We are very satisfied with the growth and evolution of the brand."



Constance Ruiz, Co-founder and Owner of the 1st Personal20 in the USA

"The 1st Personal20 Studio to open in the USA has already been quite a success. We brought to America the innovation of a successful business concept that started in Portugal. The brand has a solid business model based on sales processes, marketing tools, operational procedures and it's own proprietary training method known as the P20 Method. The training tools and the quality control systems are ensuring the sustainability and be a key differentiator that will make the Personal20 brand stand apart from the rest. It's exciting to be on this journey to establish our niche of expertise in EMS and be recognized as having both a world-class service and trainers."



Dr. Andrew P. Hatch, DC, MBA, PhDc - CEO - Global Wellness

"The eFit experience. That was really great. I did indeed feel the results the next day and for three days after. What was interesting was the focal areas of muscle ache were greatest in the location of the e-stim pad placement. For example, I felt my left bicep muscle for a good week. I also felt the focal areas soreness in my quads as opposed to the full muscle ache one gets after lunges or squats etc. I don't think this is a bad thing, only feedback on the feeling of the experience that can help your people educate clients on what they may experience and not to be alarmed about it. Some people panic very quickly with every little ache and pain and assume it is "bad". If they are educated beforehand that they MAY feel some target specific aches in the area of the pad placement, they will accept it as normal and no big deal.

I must say, the experience was very stimulating for me.....no pun intended. I could easily become addicted to the challenge, the results and the amazing feeling of muscle tone afterward. I really loved it"

HAVING A SUCCESSFUL BUSINESS ISN'T LUCK. IT'S SCIENCE.

A VAST EXPERIENCE IN THE FITNESS INDUSTRIES.

**OUR EXECUTIVE BOARD / TOGETHER WE HAVE COMBINED OPERATIONS
OF MORE THAN 50 UNITS IN 7 COUNTRIES.**

**CONSTANCE
RUIZ**



With more than 20 years of experience in the fitness industry, and 13 years of business development in franchising, she is now responsible for leading the Personal20 launch in the USA. As Co-founder of Vivafit, she has a demonstrated ability to build a brand of fitness centers from the ground up. She was recognized together with Co-founder and husband Pedro Ruiz when they won the IHRSA European Leadership Award in 2008. Known as Connie to her fellow American countrymen, she has been an IHRSA Member since 2003 and a regular Speaker in recent years. Being inspired to bring the best of American fitness practices to Europe, she is now inspired to share with America something great from fitness in Europe.



**PEDRO
RUIZ**

Co-founder of the pioneer franchise fitness for women only in Portugal - Vivafit - Pedro Ruiz has been since 2002 an active and recognized entrepreneur and developer of fitness in Europe, Asia and South America. Board Member of the group Europe Active since 2011, Pedro Ruiz received the Portuguese-Spanish Chamber of Commerce Award for Entrepreneur of the Year (2011). He is responsible for growing the Vivafit brand which can be found in 10 countries: Singapore, Taiwan, Indonesia, Abu Dhabi, Dubai, Oman, India, Spain, Portugal and Uruguay. Presently he is also a Co-founder of Personal20 (2015).

PERSONAL20 AS COST EFFECTIVE FOR YOUR CLIENTS AS IT IS FOR YOU



STUDIO

If you currently own a gym or a studio, then a Personal20 Corner is the perfect micro-business to add to your current operations. Why?

- Compete with the boutique. Drive revenue with a product that can easily penetrate into a highly competitive environment.
- Enhance your current Personal Training program while bringing to your facility new customers that want a service without a membership. Plus get back lost members who quit because they did not have time.
- 20min training is the perfect 1 minute pitch for all the clients that have no time for a traditional 90min workout.

**SIMPLE, EFFECTIVE,
ELEGANT AND PERSONAL.
THIS IS PERSONAL20**



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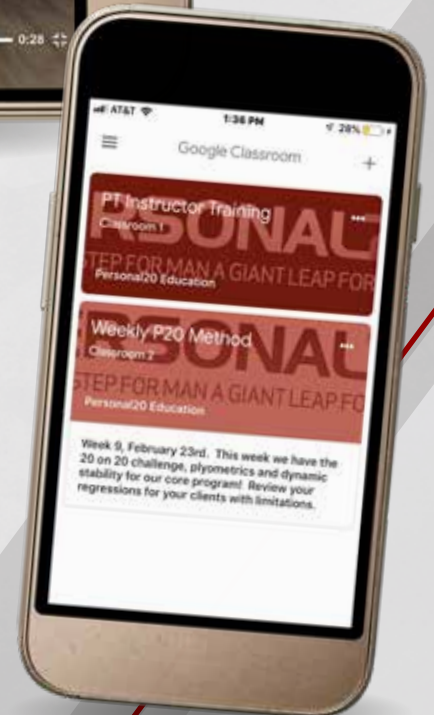


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PERSONAL20 TRAINING METHOD OUR ASPIRATION

We aspire to be the Apple of Fitness: innovative, elegant, well managed, in a network, that is recognized for having World-Class EMS Trainers.



PERSONAL20

OUR VISION

Using technology and skills we deliver a premium branded experience for the fastest and most personalized fitness on the planet.

OUR VALUES



CONSUMER EXPERIENCE

The customer experience is our most important value.



QUALITY

We seek to continually improve our technology and service quality standards.



INTEGRITY

We manage and develop our business in an ethical manner.



PROFITABILITY WITH PASSION

We develop our business with a passion for both profitability and happiness.



BRAND RELATIONSHIPS

We believe in strong relationships with our customers, suppliers and company employees.

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FAQS

Why is this a booming trend in Europe?

It's simple - the majority of people do not have time to exercise. Finally, a 20 minute proposition in the market place, with the results that comes from this new technology by Personal20, is capturing more marketshare of both non-exercisers who never started because of lack of time, as well as regular exercises who are continually pressured by time restraints.

How much space is need for a Personal20?

A Corner will need at least 20m² feet to create a premium branded experience with 1 electronic muscle stimulation machine. A stand alone studio inside the average small real-estate commerical shopping area starts at 60 - 100m².

How does a Personal 20 create revenue?

The majority of your revenue will come from selling sessions. Based on your demographics prices will vary per area. Other revenue streams are possible with a Wellness Bar. People want the fairness of a "pay-as-you-go" system and we can help you set-up your pricing structure.

How much money can I expect to make?

Income is based on many variables including market size, demographics, efforts made by owners, and competency of management. You can speack directly with the manager to know the revenue performance of the 1st Show Case Location in the USA in Herndon.

PERSONAL20

FAQS

P20 Will I have an exclusive territory?

Yes, the Personal20 franchise guarantees an exclusive area.

P20 How much is the investment in a Personal20?

The initial investment depends primarily on the number of machines and the build-out of the location.

P20 May I rent the equipment from the Personal20 Franchisor?

Yes, you may. Actually, the most important feature of the business model is not the machine but The brand experience and the know-how received with the operations, marketing plan, training plan and the P20 Training Method.

P20 How may I find out more information about a Personal20 Franchise?

Call us by phone on +351 214 218 227 or send us an email at franchising@personal20.com or fill out the form on our website www.personal20.com.

PERSONAL



ELECTRO FITNESS

We're now seeking entrepreneurs with the will to make a difference in the fitness industry. Call us to know more about franchising opportunities today!

WEB www.personal20.com

EMAIL franchising@personal20.com

TELEPHONE +351 214 218 227

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