



PREMIUM PACKAGE SALES MODEL

Having worked with most major fitness brands on positioning HydroMassage and other premium amenities, we have a unique perspective as to what strategies have worked exceptionally well in the industry. Please allow us to share our insight and knowledge to help you maximize Basic-Fit's Premium Package success.

Average Gym Members	2000				
	Current Membership Model			Full Premium Model	
	Comfort	Premium		Comfort	Premium
Sales %	70%	30%	Sales %	45%	55%
Members	1400	600	Members	900	1100
Membership Rate	€ 19.99	€ 29.99	Membership Rate	€ 19.99	€ 29.99
Average EFT Per Month	€ 27,986	€ 17,994	Average EFT Per Month	€ 17,991	€ 32,989
Total EFT Revenue Per Month	€ 45,980		Total EFT Revenue Per Month	€ 50,980	
			Additional Revenue per Club per Month	€ 5,000	
			Additional Revenue per Club per Year	€ 60,000	
			Total Revenue per Year - All Locations	€ 54,300,000	

Most clubs with HydroMassage are in the 55%-70%+ Premium range

Recommended Premium Amenities: Share Your Card, Bring a Friend, HydroMassage, Massage Chairs, Access to All Clubs, Live Group Exercise, Hydration Stations, and other low-cost services.

*This does not include add-ons like personal training

