



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 your Premium Package success.

Average Gym Members

Baseline Premium Sales



Premium After HydroMassage

| | Basic | Premium |
|---------|-------|------------|
| Sales % | 60% | 40% |

| | Basic | Premium |
|---------|-------|------------|
| Sales % | 45% | 55% |

| | Basic | Premium |
|---------|-------|---------|
| Members | 2100 | 1400 |

| | Basic | Premium |
|---------|-------|---------|
| Members | 1575 | 1925 |

| | Basic | Premium |
|-----------------|---------|---------|
| Membership Rate | \$19.99 | \$29.99 |

| | Basic | Premium |
|-----------------|---------|---------|
| Membership Rate | \$19.99 | \$29.99 |

| | Basic | Premium |
|-----------------------|----------|----------|
| Average EFT Per Month | \$41,979 | \$41,986 |

| | Basic | Premium |
|-----------------------|----------|----------|
| Average EFT Per Month | \$31,484 | \$57,731 |

| | Basic | Premium |
|-----------------------------|-------|----------|
| Total EFT Revenue Per Month | | \$83,965 |

| | Basic | Premium |
|-----------------------------|-------|----------|
| Total EFT Revenue Per Month | | \$89,215 |

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

| | |
|---------------------------------------|-----------------|
| Additional Revenue per Club per Month | \$5,250 |
| Additional Revenue per Club per Year | \$63,000 |

Recommended Premium Amenities: Access to All Clubs, Unlimited Guest Passes, HydroMassage, Percussion Therapy, Group Fitness, Cycling, Sauna/Pool, and other low-cost services.

*This does not include add-ons like personal training