

LEADING COMMERCIAL STRATEGY

ERICA VAN VONDEREN – HAHN

9 November 2023

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BASIC-FIT

HAPPY
MEMBERS

HOW ARE WE DOING THIS?

01

**Unique
positioning**



02

**Data driven
insights**



03

**Tailored
offering**



04

**Driving
success**



05

**Key take-
aways**



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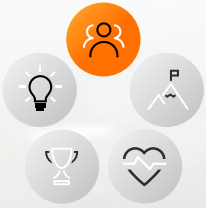
05

**Key take-
aways**





Slide contains a transition for
the visual breadcrumb, please
do not delete this slide.



MAKE FITNESS ACCESSIBLE TO
EVERYONE AND GET PEOPLE
TO LOVE THEIR FITNESS HABITS!

BE

ACCESSIBLE

SMART

INCLUSIVE

COMMITTED

BASIC





BASIC-FIT

OUR NEW CAMPAIGN SONIC BRANDING



6%

Increase in buying intention



1 out of 3

Gets a stronger brand preference



+ 6.1M

Reach on social channels

KEEP ON INCREASING BRAND EQUITY BY BEING DISTINCTIVE



**Spoken
word**



**Tramhalter
experience**



**Promotional
video**



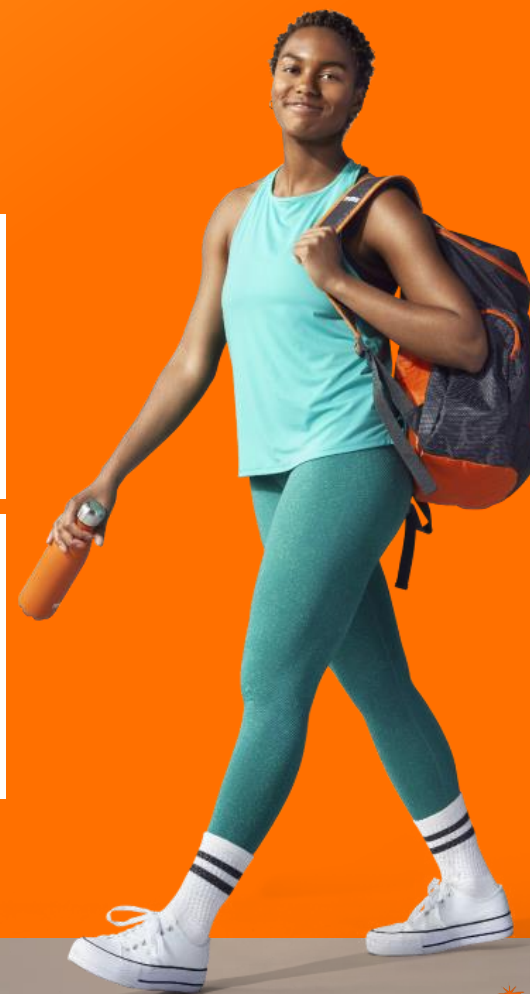
**Showcase of
Basic-Fit Fitbox**



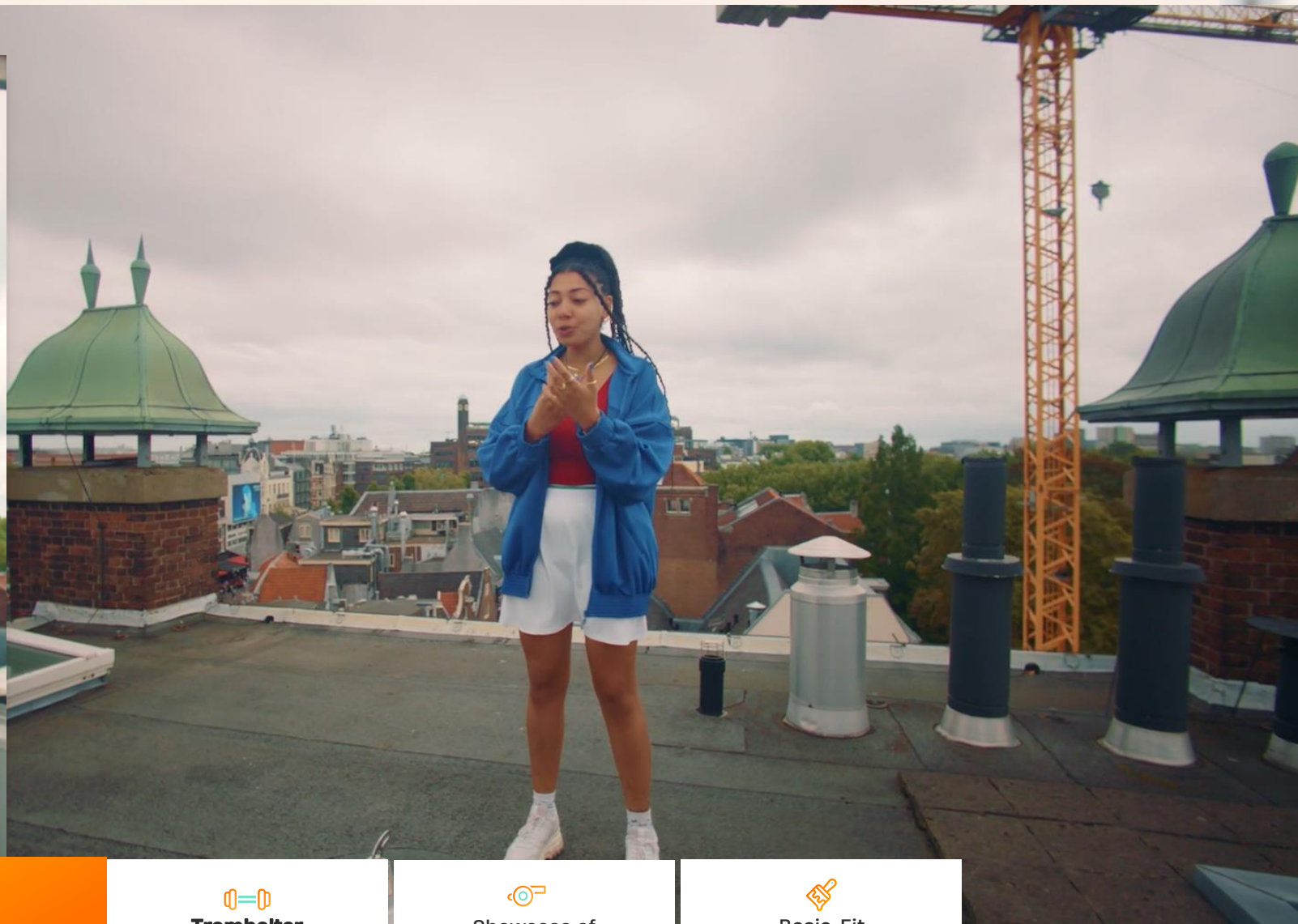
**Basic-Fit
Spain bag**



**Fittastic
wrap-up**



BASIC-FIT

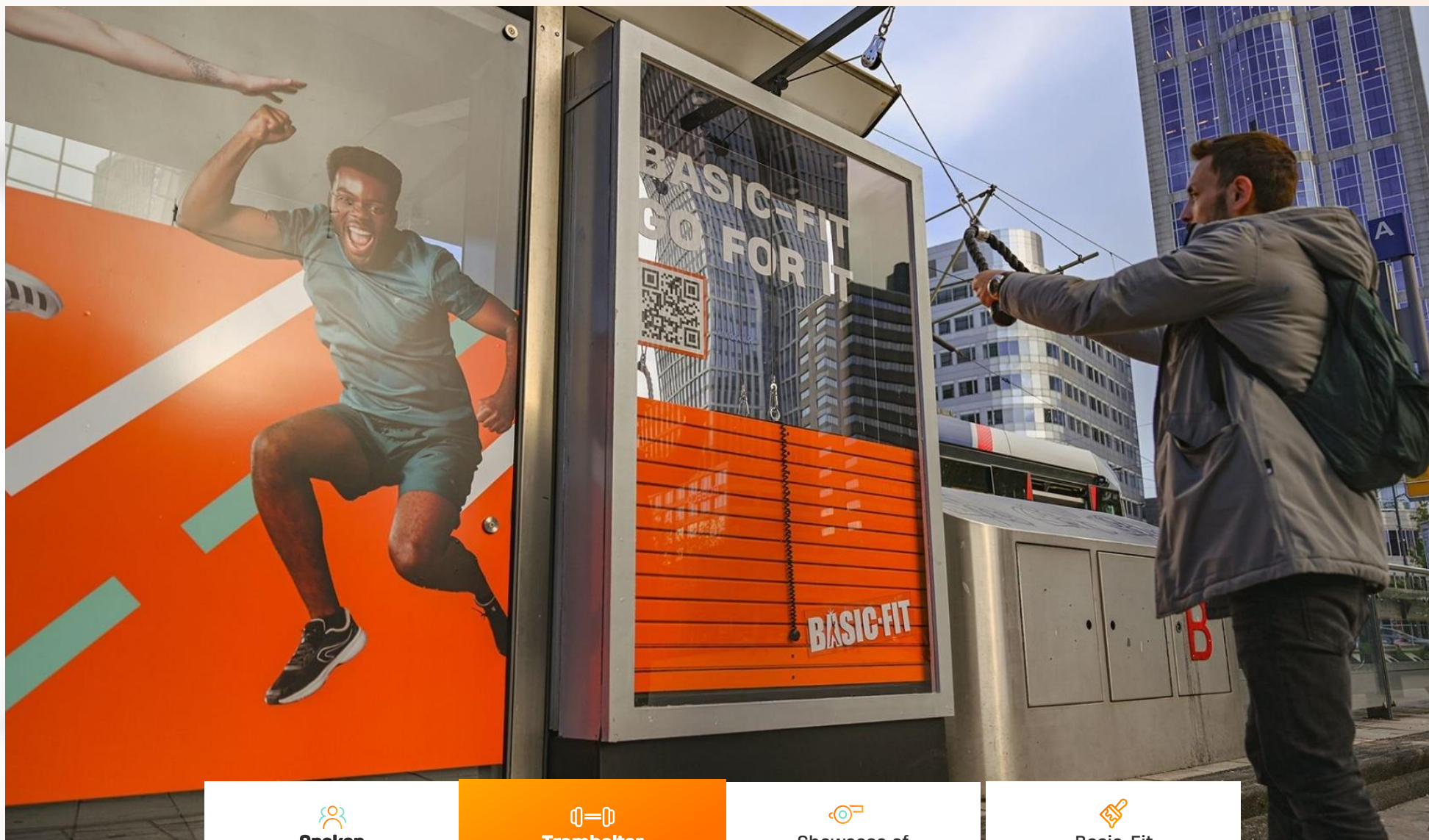



Spoken
word


Tramhalter
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Showcase of
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Basic-Fit
Spain bag

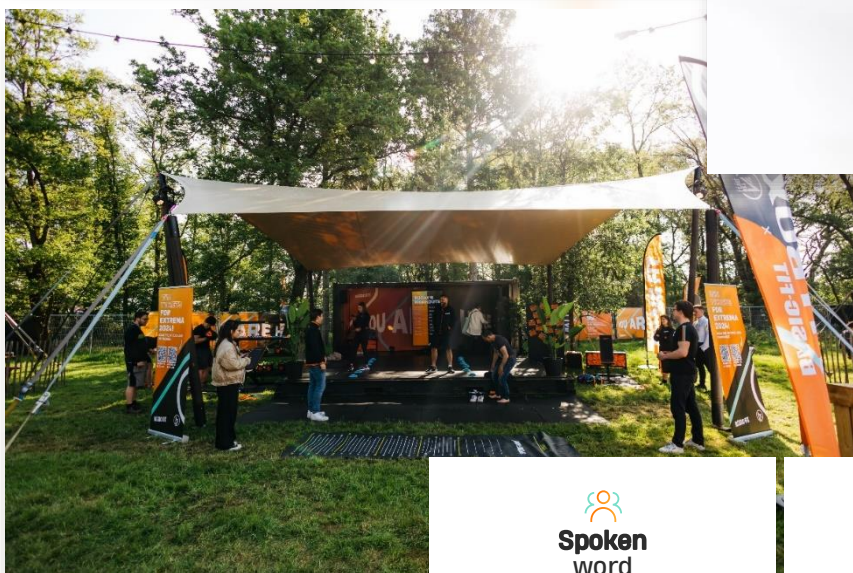



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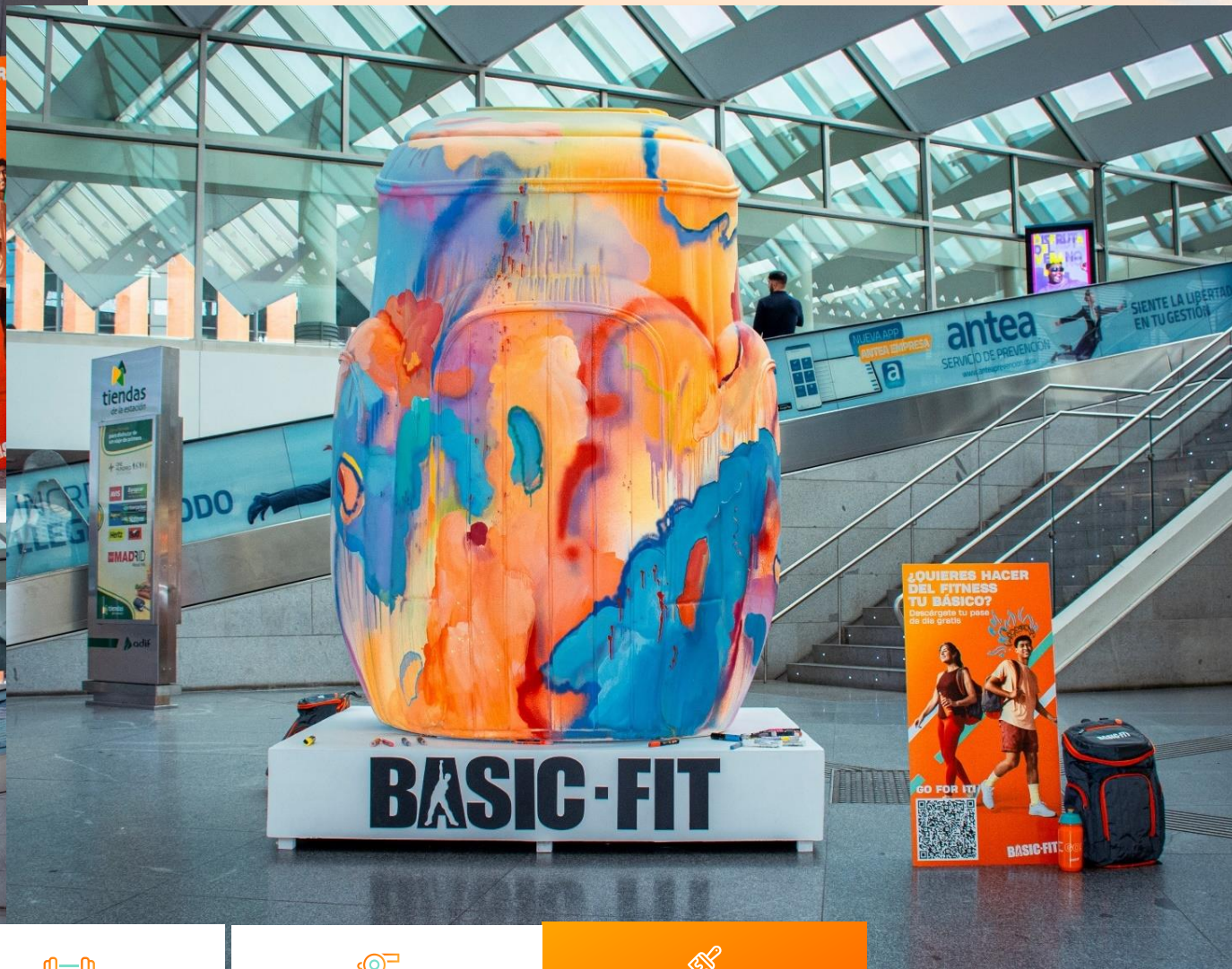
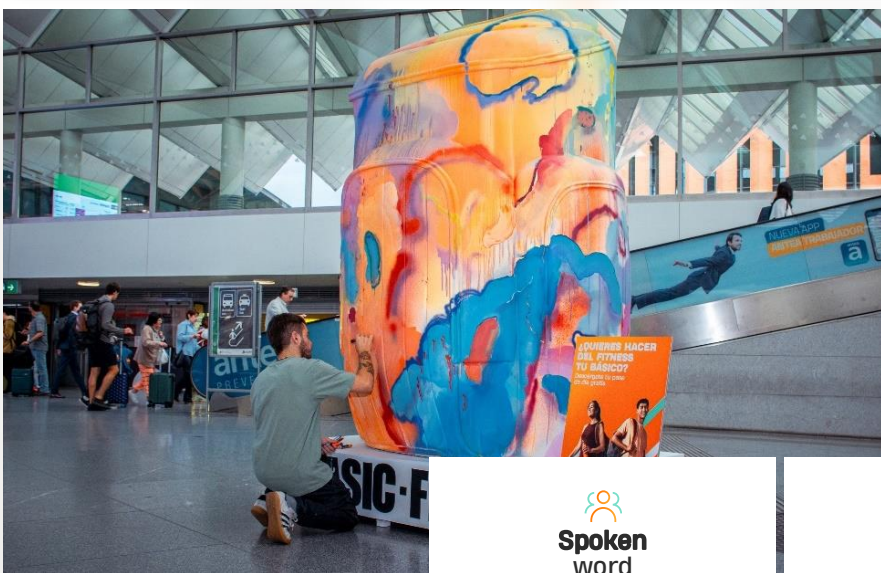

Tramhalter
experience


Showcase of
Basic-Fit Fitbox


Basic-Fit
Spain bag

GO FOR IT!

BASIC-FIT




Spoken
word


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FOUNDING MEMBERS BOOST IN-GROWTH OF NEW CLUBS



**SNEAK PEEK
AT BISONSPoor**

Avenue de la porte de Chatillon 21/23
07:00 until 22:30 hr

- FREE PARKING
- YANSA SPORTSMA-TER
- LIVE GROUP LESSONS
- FREE SHOWERS
- FREE WIFI
- 7 TRAINING ZONES

SIGN UP NOW

FOUNDING MEMBER DEAL

- ✓ €14,99 /4WK lifelong deal
- ✓ No registration fees
- ✓ Free sports bag

**PROMOCIÓN SOCIO FUNDADOR
€14,99 CADA 4 SEMANAS***

BASIC-FIT

KEEP ME UPDATED

jouw@email.nl

☐ Ja, stuur mij informatie die gericht is op de opening van de nieuwe club.

BASIC-FIT

BISONSPoor

SIGN UP TO WIN A FREE MEMBERSHIP

An amazing chance to win unlimited fitness membership for every 100 signups

SIGN UP NOW

DEJA TU EMAIL Y TE MANTENEMOS INFORMADO

BASIC-FIT

Lead generation

**PROMOCIÓN SOCIO FUNDADOR
€14,99 CADA 4 SEMANAS***

BASIC-FIT

DEJA TU EMAIL Y TE MANTENEMOS INFORMADO

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Pre-sale

LIVE LOVE LIFT

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FAITES DU FITNESS VOTRE ESSENTIEL

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Campaign promotion

- 8 Weeks

- 2 weeks

Opening!!

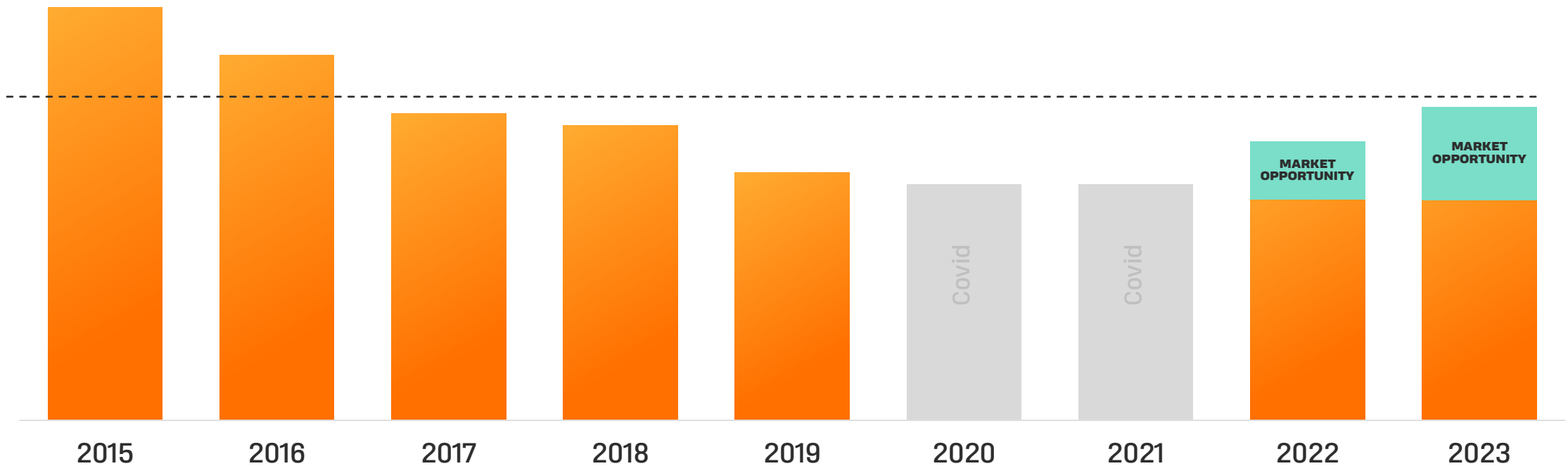
∞ Weeks

MARKETING SPEND UNDER CONTROL



Cost per acquisition

----- Effective Cost
per acquisition



Marketing spend stays around 5.5 – 6% of total revenue

HOW OUR MARKETING BUDGET IS SPENT

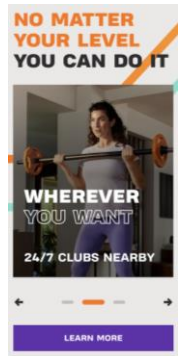
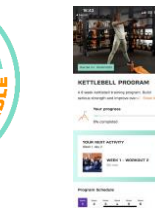
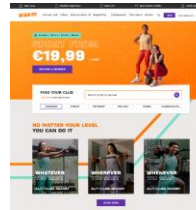
Marketing spend

20%
'Behind the scenes'

80%
Consumer impact



YouTube



BASIC-FIT

GO FOR IT!



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GO FOR IT!



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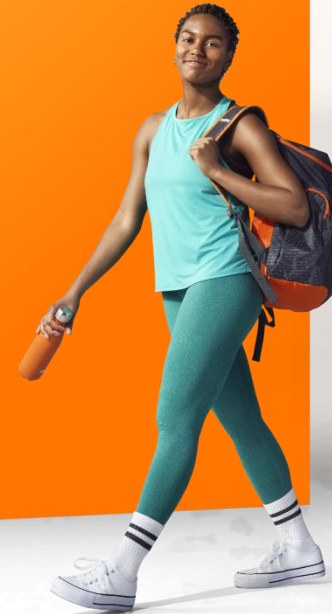
03

**Tailored
offering**



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WE KNOW OUR MEMBERS

87%

Of members give us a thumbs up

Over 250M

Visits from members

4.3 ★

Score rated by members visiting club
(Out of 5.0)

Comfortable

Is the #1 most important emotional
driver for consumers in fitness

86%

Active members on the app

19M badges

earned in the app by members

#1 driver

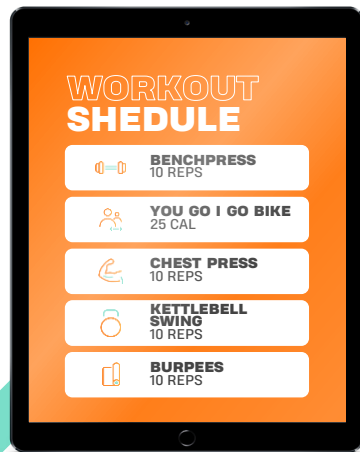
Is location

3.7M

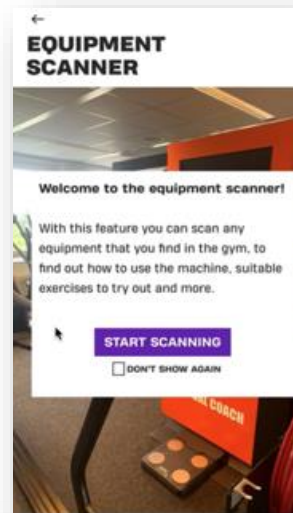
Members, of which 44% premium



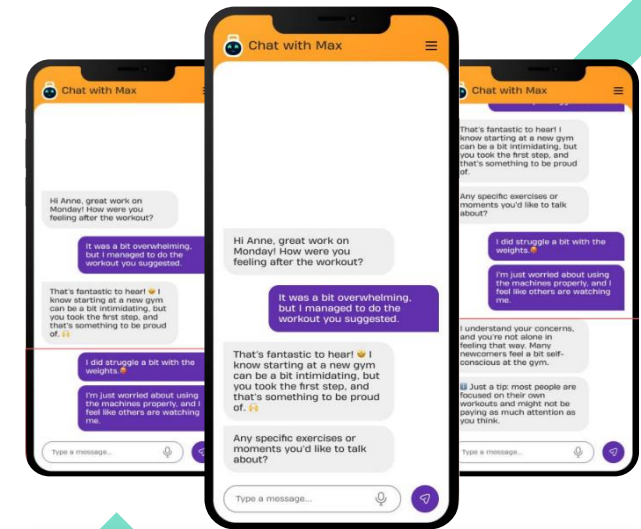
WE HELP OUR MEMBERS AI IN FITNESS



Personalised
workout schemes



Equipment &
workout prediction

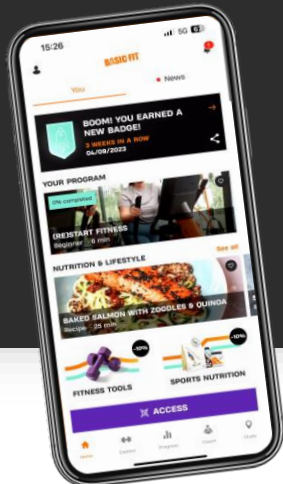


Improve chatbot &
virtual assistant

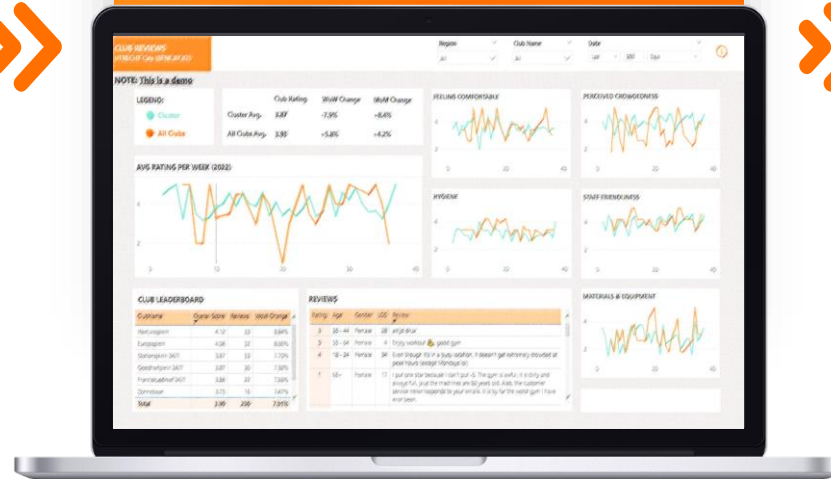
OUR MEMBERS RATE US AFTER EVERY VISIT



Collect
member feedback
after every visit via App



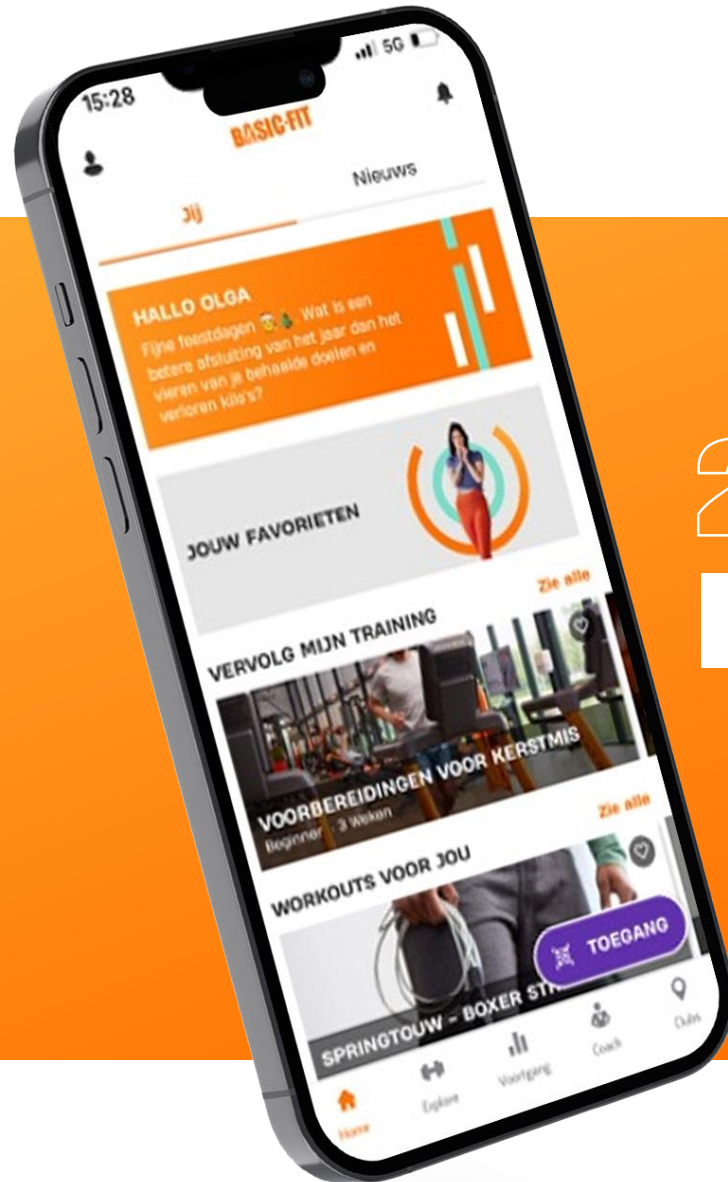
Create
real-time insights
to improve club experience



Results in more
happy members
that stay longer

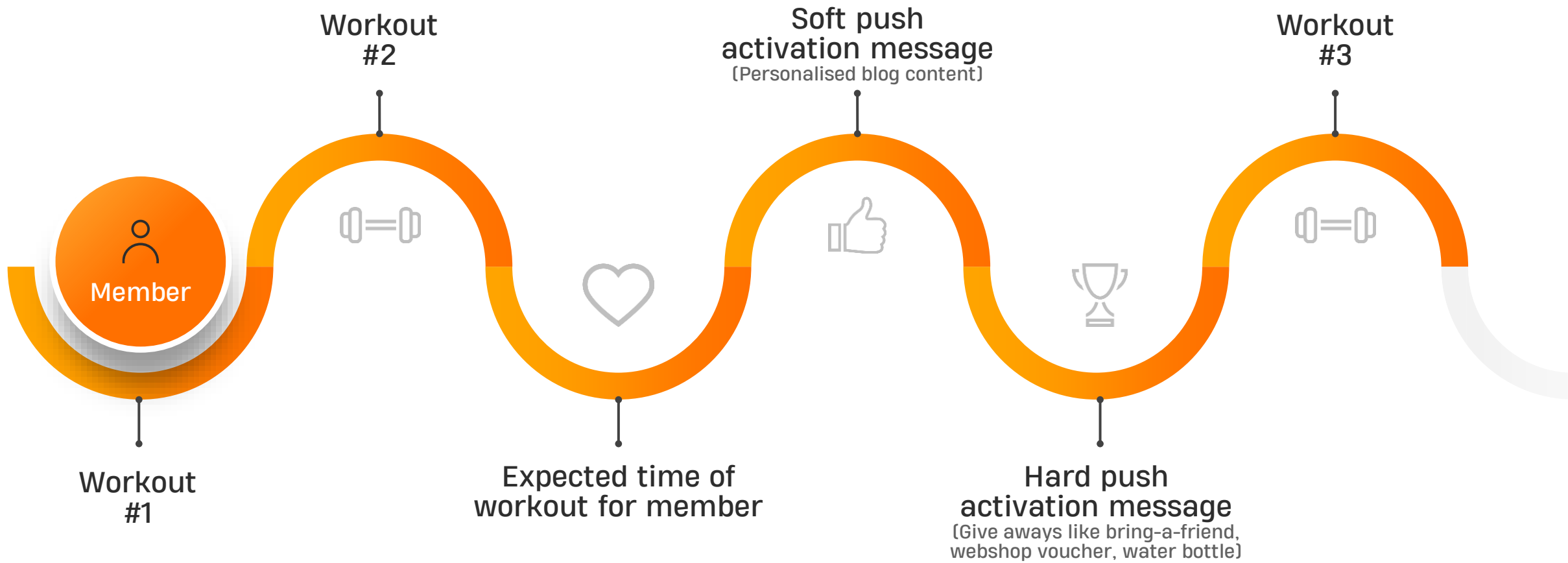


BASIC-FIT



24/7 APP INTERACTION

ACTIVATE MEMBERS THAT ARE ABOUT TO LOSE THEIR HABIT





DELIVERING MORE **ACTIVE MEMBERS**

WE WANT TO KNOW EVERYONE



Neuro
Research



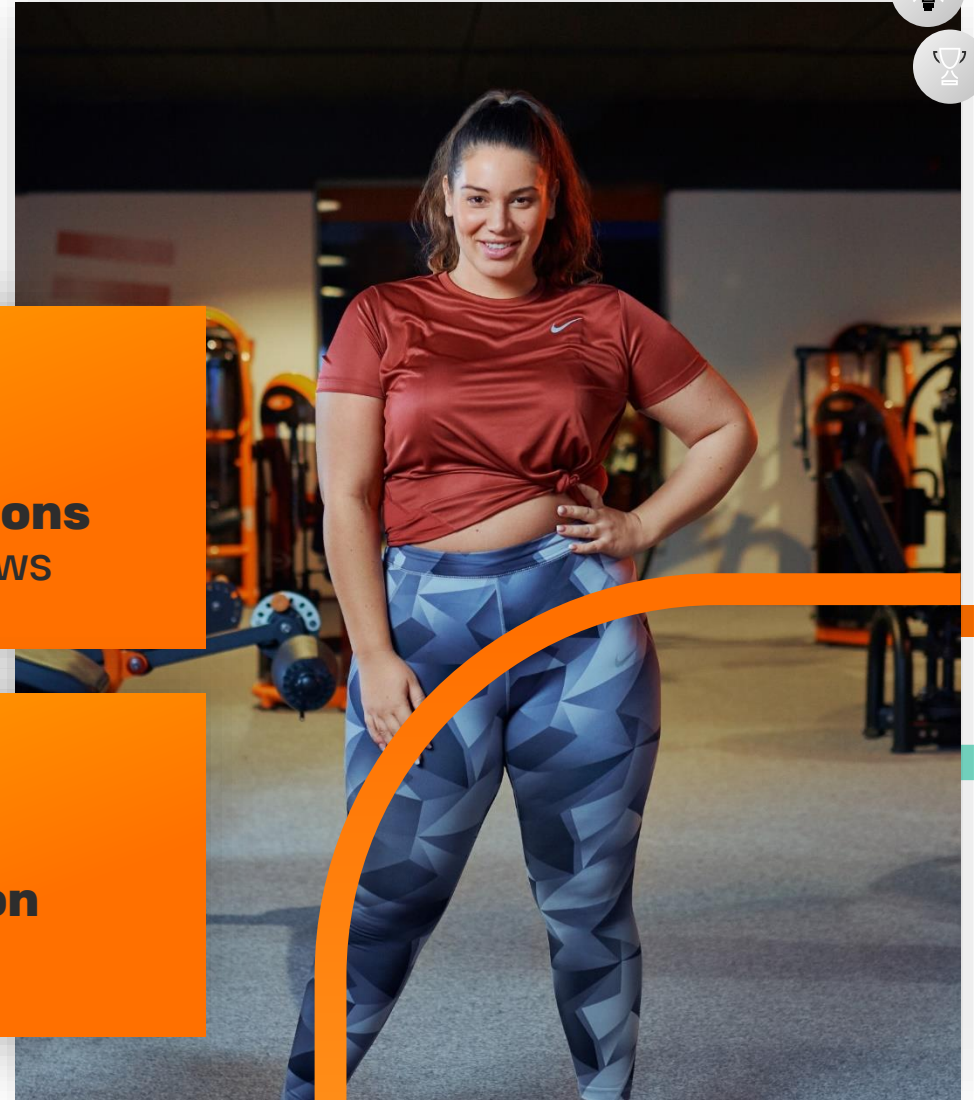
Panel discussions
and 1:1 interviews



Quantitative Data Analysis
(Monthly & quarterly)



Segmentation
Research



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POSITIONING TRANSLATED INTO OUR CLUBS



COMFORTABLE



RELAX & RECOVER



WORKOUT HUBS



WORKOUT ZONES



PT & FYSIO'S

BASIC FIT OFFERING

WE HAVE THE RIGHT PROPOSITION



STUDIO PRODUCTION

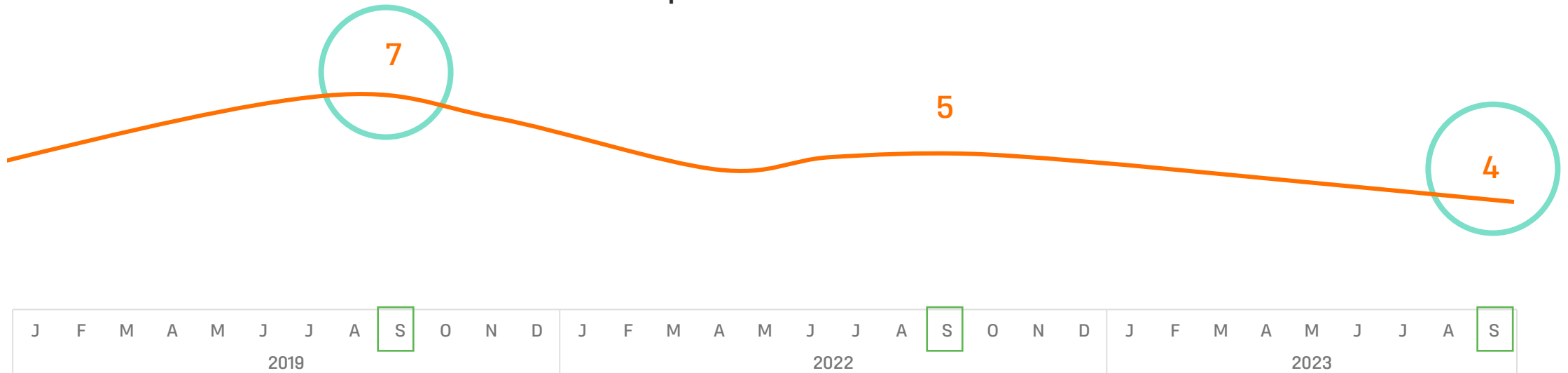


PREVENTION WORKS

LESS CASES = HAPPIER MEMBERS



Cases per 100 members



Only
4/100 members
need support

FRICTIONLESS EXPERIENCE



Customer Service



+17%

AMOUNT
OF CLUBS



+34%

AMOUNT OF
MEMBERS



+9.5%

AMOUNT
OF CASES



-22%

COST
PER CASE



-2.4 days

RESOLVE
DURATION
TIME

From **3.6** to **1.2** days

TRUSTPILOT SCORES

Better member experience leads
to higher Trustpilot score.

March 2021
Score: **1.3**



November 2021
Score: **3.8**



September 2022
Score: **3.2**



September 2023
Score: **3.8**



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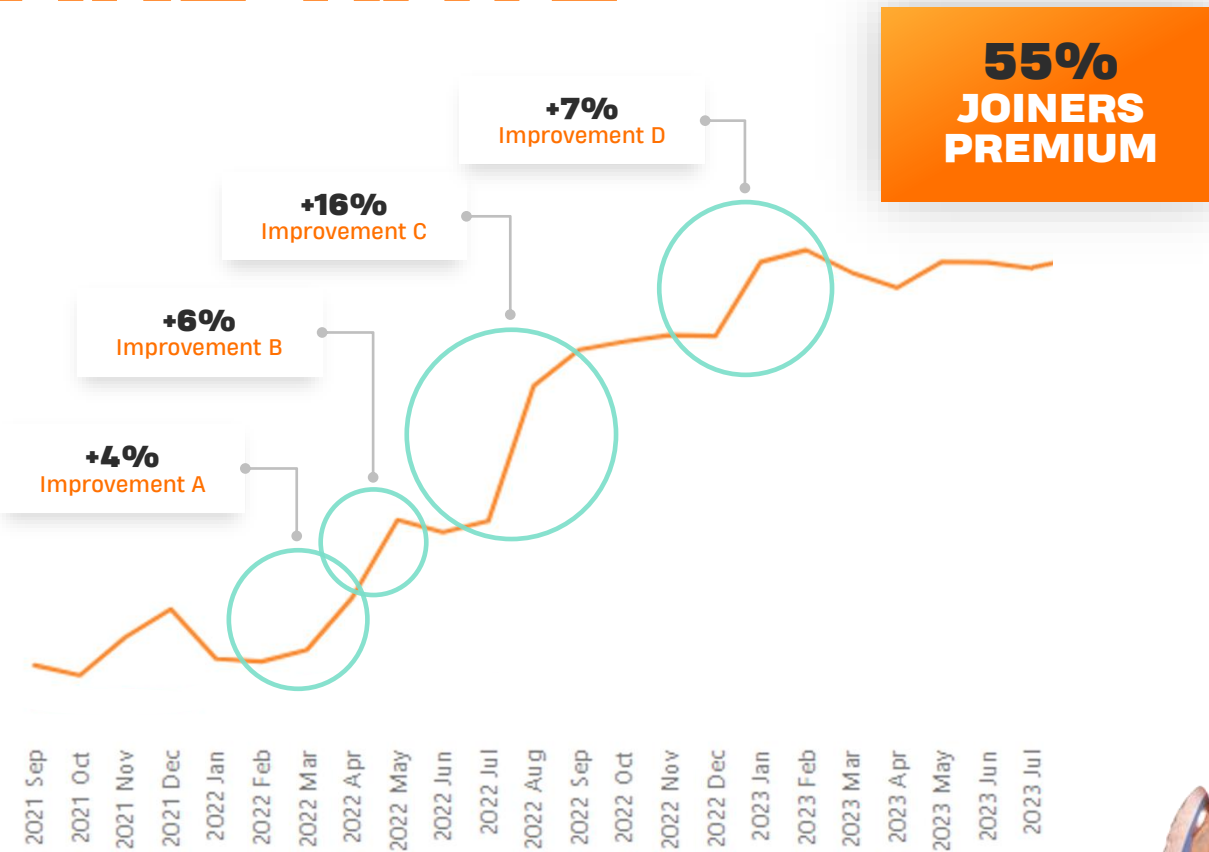
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OVERALL YIELD EXISTING MEMBERS

(€ per month per member)



JOINERS PREMIUM TAKE RATE



BASIC-FIT

UPSELL FOCUS ON MEMBERS AS WELL



1

Premium
upsell in
Warm welcome
journey



2

Premium upsell
journey for
Basic/Comfort
members after 3
visits



3

Free massage chair
for Basic/Comfort
members
for Premium
experience



4

Free day pass
for Basic/Comfort
members for
the Premium
experience



5

Journey for
more Premium
members with
YANGA

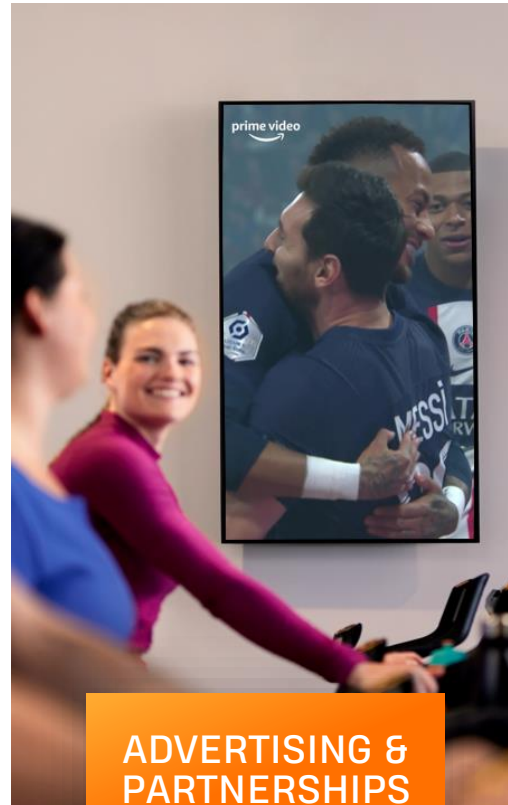


And many more!

SECONDARY REVENUE



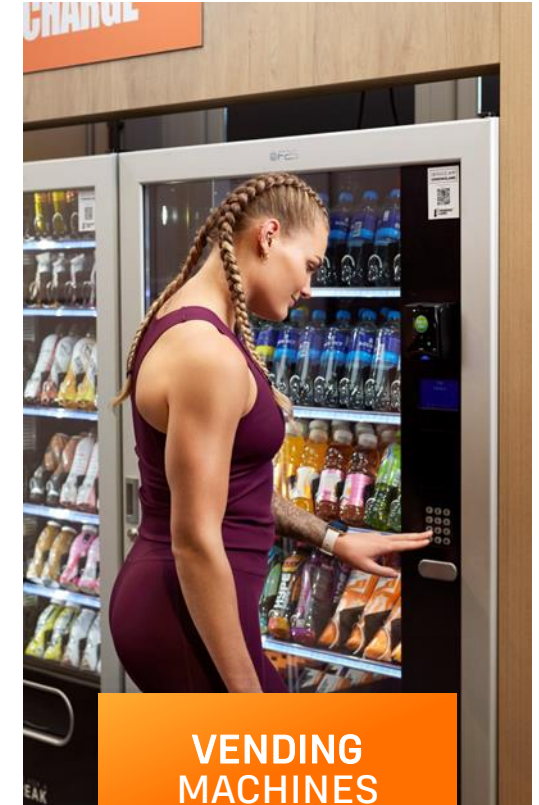
NXT
LEVEL



ADVERTISING &
PARTNERSHIPS



@HOME

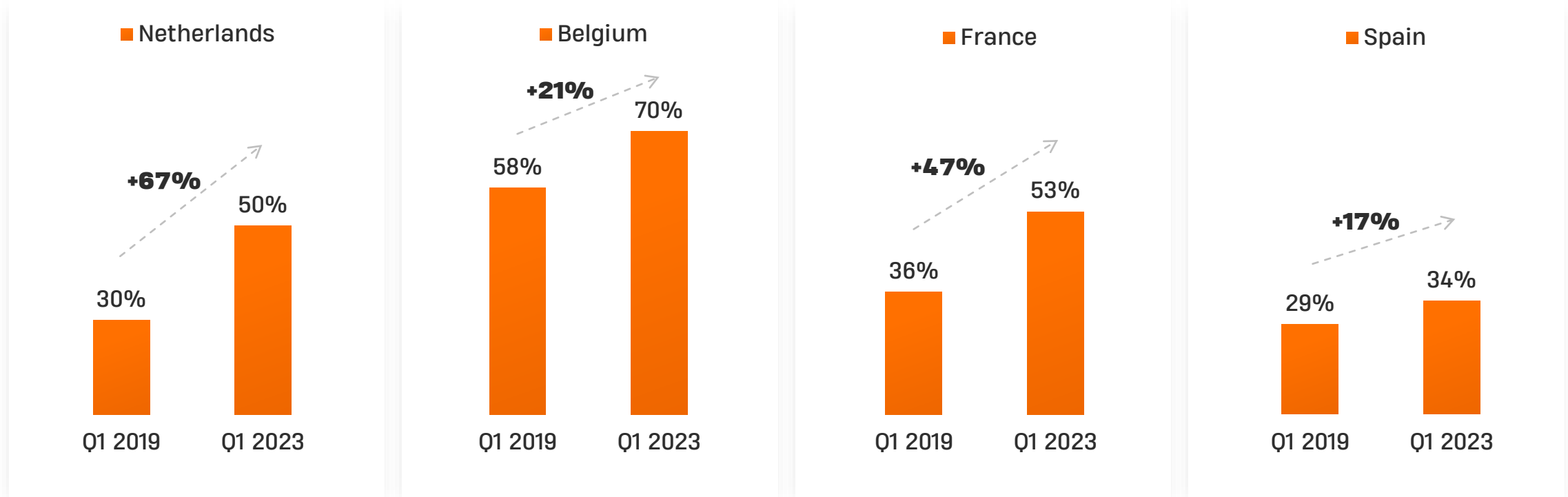


VENDING
MACHINES

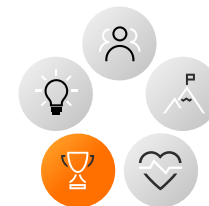
GROWING OUR MEMBER BASE






Share of gym intention Basic-Fit from total market intention



STRONGEST FITNESS BRAND IN EUROPE



Brand metric	NL	BE	FR	ES
 Aided awareness	95% ↑ +1%	96% ↑ +3%	88% ↑ +54%	72% ↑ +1%
 Top of mind	51% ↑ +42%	62% ↑ +18%	40% ↑ +208%	18% ↑ +38%
 Brand preference	57% ↑ +138%	71% ↑ +34%	53% ↑ +96%	31% ↑ +3%



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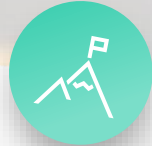
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1

Culture that thrives on
data and innovation

2

Ensuring success stories
with happy members

3

Architects of a
fitness revolution



BASIC-FIT



**THANK YOU
FOR YOUR
ATTENTION**