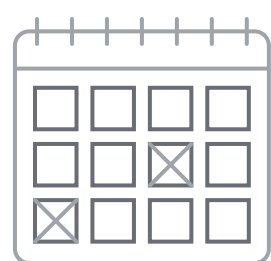


Here's Why Denver Fitness Businesses Want to Be on the MINDBODY App

The MINDBODY app connects fitness businesses in Denver with motivated fitness clients—anytime, anywhere. Listing your business on the MINDBODY app can increase your customer base and improve your earnings potential.

See how Denver-based businesses are using the MINDBODY app to help create thriving communities of satisfied clients.

Why the MINDBODY app?



MINDBODY app users book over **58,000 classes and appointments** each month with our clients in Denver.¹

Who in Denver loves exercise?



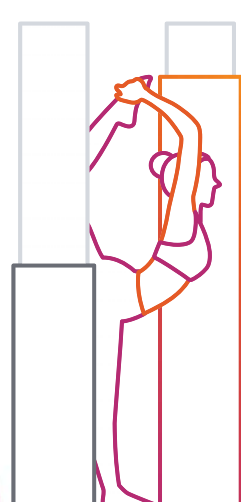
Only **28% of Denver's general population** say they make exercise a priority.²



Comparatively, **71% of Denver's MINDBODY app users** say they make exercise a priority.³



Denverites are motivated. MINDBODY app users? Even more so.



46% of the general population works out at least three to four times per week.²

That figure increases to **88% for MINDBODY app users.**³

MINDBODY app users also love group fitness.



19% of Denver's general population attend group fitness classes at least once a week on average.²



91% of Denver MINDBODY app users do the same.³

Denverites invest in their exercise, especially MINDBODY users.



The average Denver resident spends **\$21 per month** on fitness.²



The average Denver MINDBODY app user spends **\$120 per month** on fitness.³

How Denver residents can afford to stay active



The average annual household income in Denver is **\$67,000.**²



The average annual household income for Denver MINDBODY app users is **\$104,000.**³

The MINDBODY app puts your business in direct contact with enthusiastic Denver fitness fans who invest time and money in their physical and mental well-being. Let us help you build a successful business by tapping into a valuable network of customers.

To schedule a demo and learn more about the software and app, visit www.mindbodyonline.com/denver



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1. Data reflects monthly average MINDBODY app usage from October 1, 2016 through September 30, 2018

2. November 2018, MINDBODY Wellness Index U.S. Study (October 26–November 12, 2018)

3. April 2018, MINDBODY Consumer Denver City Profile (March 23 and April 9, 2018)