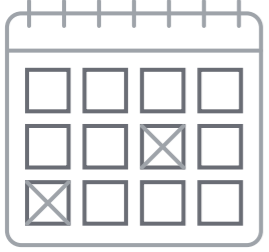


Here's Why Boston Businesses Want to Be on the MINDBODY App

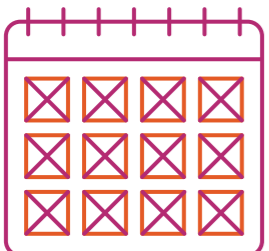
Boston fitness studios and gyms powered by MINDBODY can reach more new clients per month than any other fitness platform. Learn how fitness businesses in Boston are tapping into a strong network through the MINDBODY app—and spreading wellness in their communities.

Listing your business can help you broaden your customer base and boost your revenue. Here's how.

Why the MINDBODY app?



MINDBODY app users book **more than 143,000 classes and appointments each month** with our Boston clients.¹



MINDBODY's app delivers an average of **5,900 new customers, monthly**, to our Boston clients.¹



Who in Boston loves exercise?

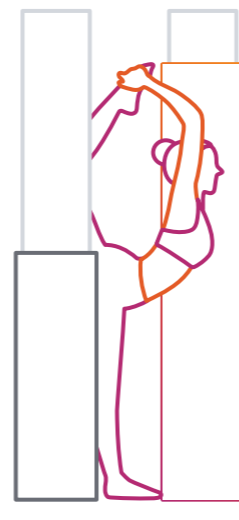


34% of Boston's general population say they make exercise a priority.²



In comparison, **77% of Boston's MINDBODY app users** say they make exercise a priority.³

Bostonians are motivated. Especially if they use the MINDBODY app.



45% of the general population works out at least three to four times per week.²

That figure jumps to **86% for MINDBODY app users**.³

MINDBODY app users LOVE group fitness.



26% of Boston's general population attend group fitness classes at least once a week on average.²



Meanwhile, **95% of Boston MINDBODY app users** do the same.³

Bostonians invest in their exercise, especially MINDBODY users.



The average Boston resident spends **\$26 per month** on fitness.²



The average Boston MINDBODY app user **spends \$128 monthly** on fitness.³

What's more—they have the income to support an active lifestyle.



Boston's average annual household income is **\$71,000**.²



The average for Boston MINDBODY app users is **\$109,000**.³

The MINDBODY app connects your business with people in your area looking to book their next workout. MINDBODY app users are investing money and time in being healthier—and your business can help them reach that goal.

To schedule a demo and learn more about the software and app, visit <https://www.mindbodyonline.com/fitness>



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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 Survey (October 26–November 12, 2018).
3. April 2018, MINDBODY Consumer Boston Profile (March 23 and April 9, 2018).