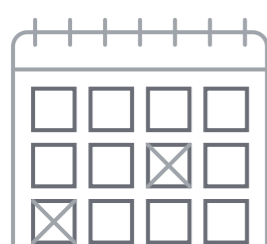


Here's Why Los Angeles Businesses Want to Be on the MINDBODY App

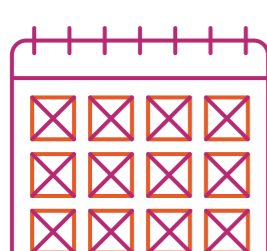
Los Angeles fitness studios and gyms powered by MINDBODY can reach more new clients per month than any other fitness platform. Learn how fitness businesses in Los Angeles are tapping into a strong network through the MINDBODY app—and spreading wellness in their communities.

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 181,000 classes and appointments monthly** with our Los Angeles fitness clients.¹



The MINDBODY app brings, on average, over **7,100 new customers, monthly**, to our LA clients.¹



Who in Los Angeles loves exercise?

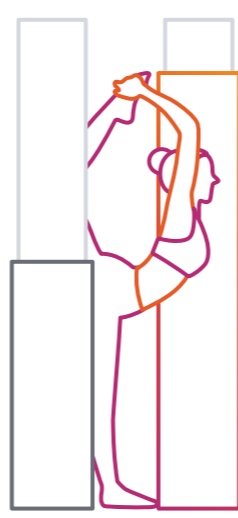


Just 34% of LA's general population say they make exercise a priority.²



Comparatively, **78% of Los Angeles's MINDBODY app users** say they make exercise a priority.³

Angelenos are consistent. MINDBODY app users? Even more so.



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

Compare that to **85% of MINDBODY app users**.³

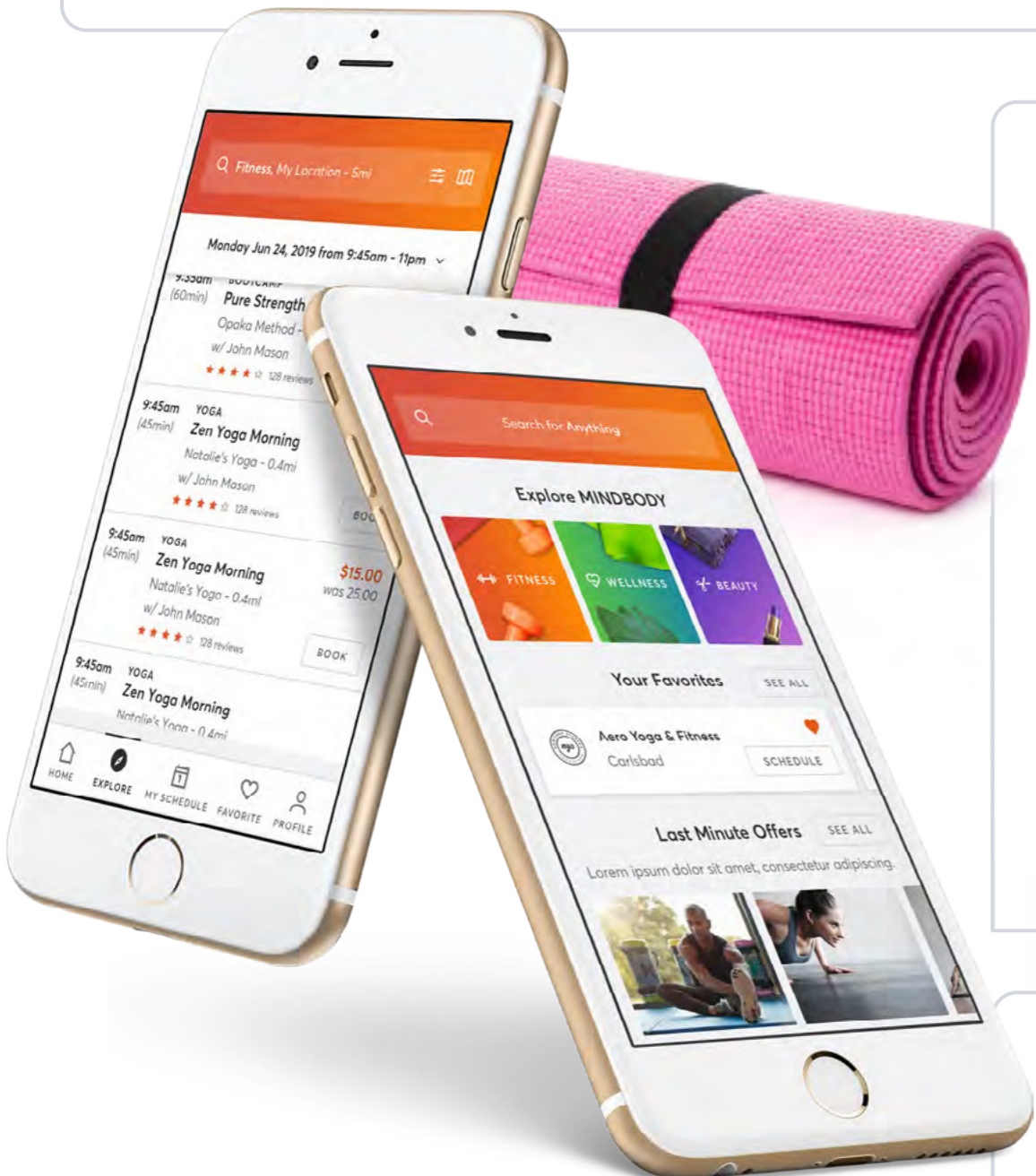
MINDBODY app users LOVE group fitness.



33% of Los Angeles's general population attend group fitness classes at least once weekly, on average.²



Meanwhile, **93% of LA MINDBODY app users** do the same.³



Angelenos budget for their exercise, especially MINDBODY users.



The average LA resident spends **\$31 per month** on fitness.²



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

AND, they have the income to support an active lifestyle.



The average annual household income in Los Angeles is **\$68,000**.²



For MINDBODY app users, it's **\$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 Los Angeles Profile (March 23 and April 9, 2018).