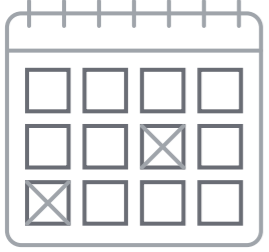


Here's Why New York Businesses Want to Be on the MINDBODY App

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

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

Why the MINDBODY app?



MINDBODY app users book over **273,000 classes and appointments** each month with our clients in New York City.¹



The MINDBODY app brings on average over **14,400 new customers** each month to our New York City clients.¹

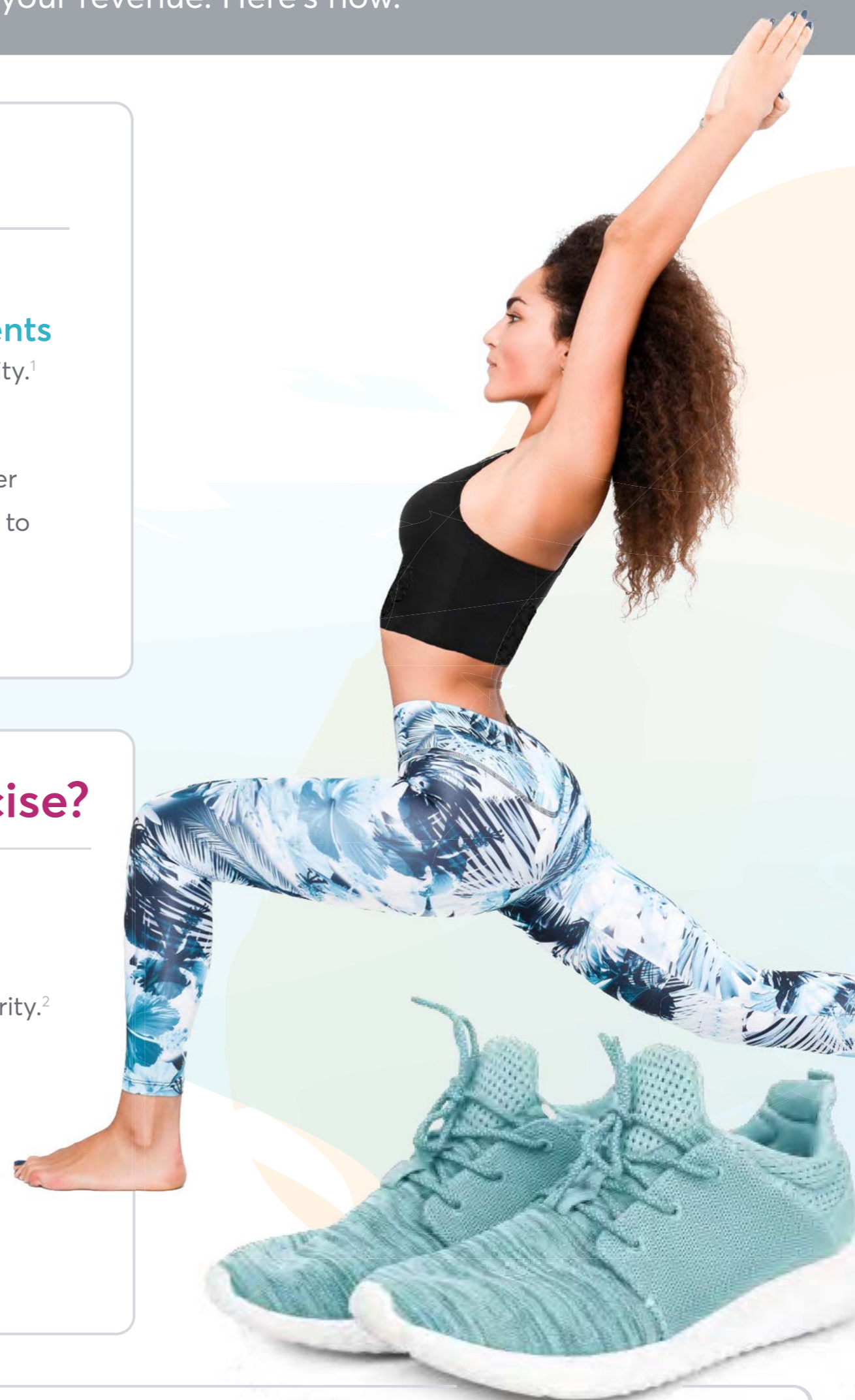
Who in New York City loves exercise?



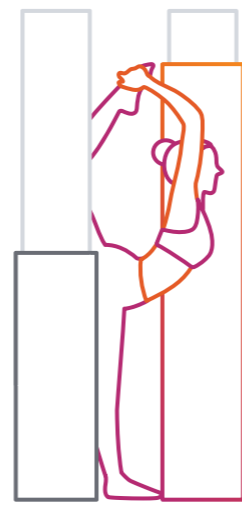
37% of New York City's general population say they make exercise a priority.²



Comparatively, **73% of New York City's MINDBODY app users** say they make exercise a priority.³



New Yorkers 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 **78% for MINDBODY app users.**³

New Yorkers like group fitness. MINDBODY app users love it.



43% of New York City's general population attend group fitness classes at least once a week on average.²



Meanwhile, **95% of New York City MINDBODY app users** do the same.³

New Yorkers invest in their health, especially MINDBODY users.



The average New York City resident spends **\$51 per month** on fitness.²



The average New York City MINDBODY app user spends **\$138 per month** on fitness.³

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



The average annual household income in New York City is **\$91,000.**²



The average annual household income for New York City MINDBODY app users is **\$113,000.**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 U.S. Study (October 26–November 12, 2018)
3. April 2018, MINDBODY Consumer New York City Profile (March 23 and April 9, 2018)