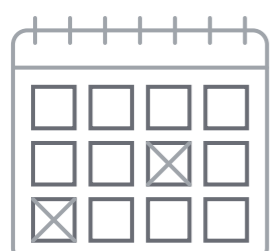


Here's Why San Diego Businesses Want to Be on the MINDBODY App

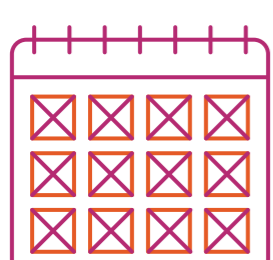
San Diego fitness studios and gyms powered by MINDBODY can reach more new clients per month than any other fitness platform. Learn how fitness businesses in San Diego are tapping into a strong network through the MINDBODY app—and spreading wellness in their communities.

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 over 42,000 classes and appointments each month** with our San Diego fitness clients.¹



The MINDBODY app brings, on average, over **1,600 new customers each month** to our San Diego clients.¹

Who in San Diego loves exercise?



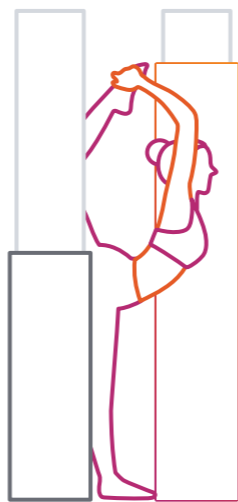
34% of San Diego's general population say they make exercise a priority.²



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



San Diegans are motivated. MINDBODY app users? Even more so.



51% of the general population works out at least three to four times per week.²

That figure increases to **84% for MINDBODY app users**.³

MINDBODY app users also love group fitness.



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



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

San Diegans invest in their exercise, especially MINDBODY users.



The average San Diego resident spends **\$23 per month** on fitness.²



Compare that to the **\$112 per month** MINDBODY app users spend.³

What's more—their income supports an active lifestyle.



The average annual household income in San Diego is **\$62,500**.²



The average annual household income for San Diego MINDBODY app users is **\$101,000**.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 San Diego Profile (March 23 and April 9, 2018).