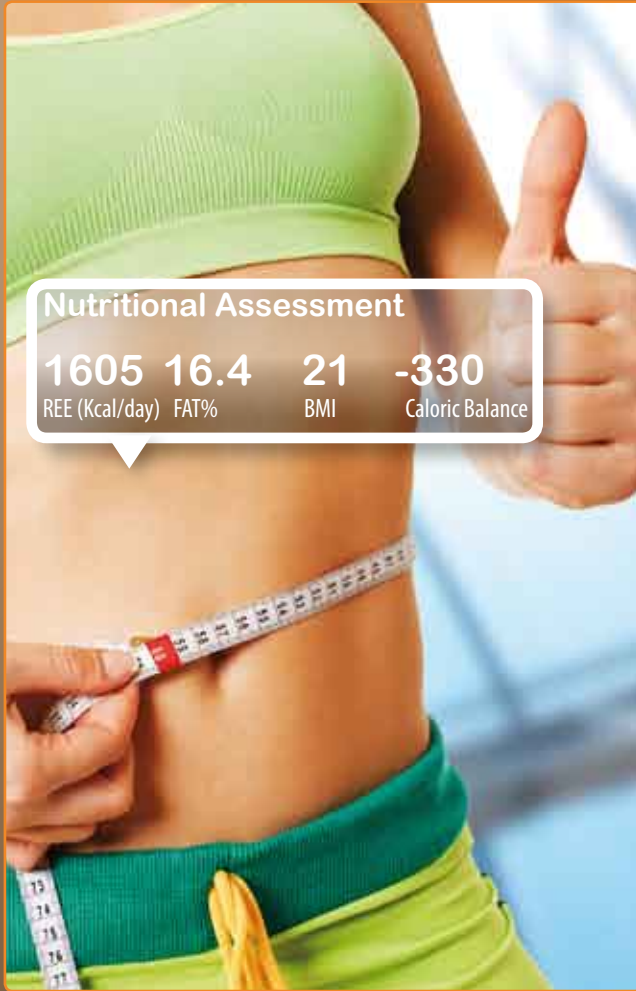
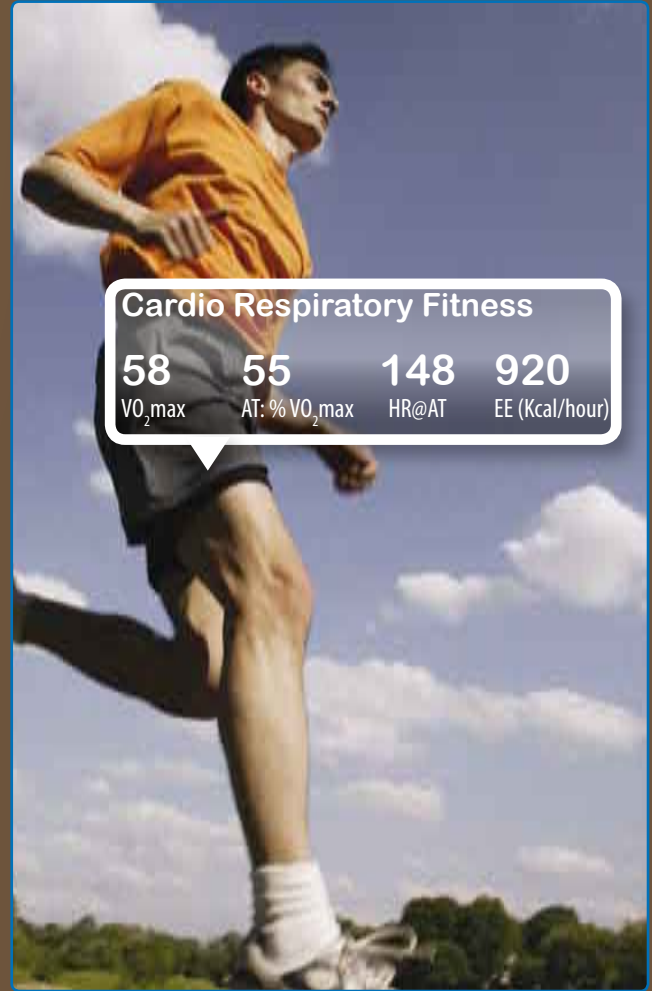


Simply... you can't manage...  
what you don't measure



**Nutritional Assessment**

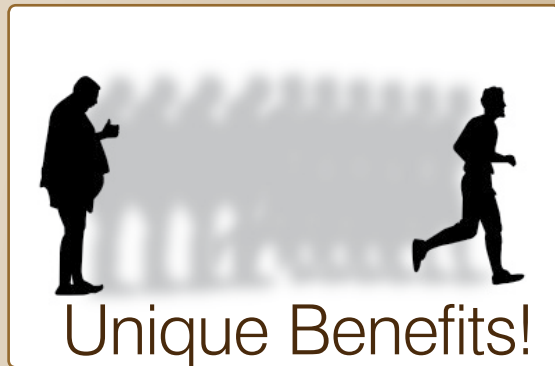
<b>1605</b>	<b>16.4</b>	<b>21</b>	<b>-330</b>
REE (Kcal/day)	FAT%	BMI	Caloric Balance



**Cardio Respiratory Fitness**

<b>58</b>	<b>55</b>	<b>148</b>	<b>920</b>
VO <sub>2</sub> max	AT: % VO <sub>2</sub> max	HR@AT	EE (Kcal/hour)

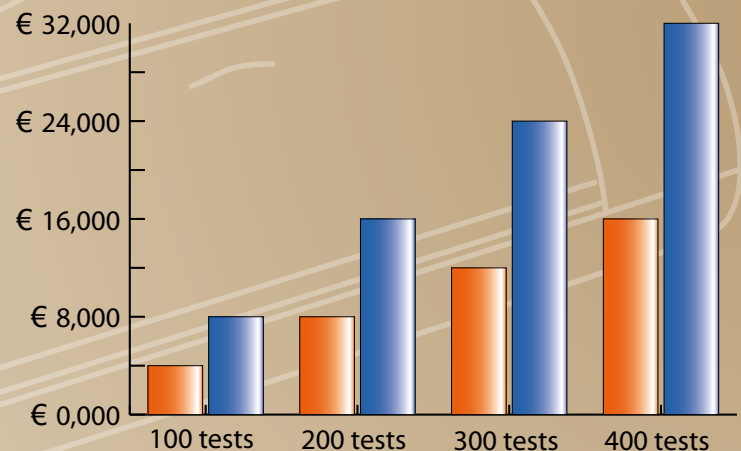
# Benefits



Today's health club exists for one purpose – to help each and every member achieve their individual health, fitness and lifestyle goals. For many this means weight management. For others this may mean using exercise as part of a physical therapy program to improve mobility and balance. Still others may be looking for a higher level of cardiovascular conditioning and possibly working towards personal records. Whatever goals your members have, Fitmate (along with your trained staff) delivers the results our members are looking for. With Fitmate, we are able to tell your club members where they are, where they should be and provide a clear and concise road map for how to get there. That's the key to results.

- Show results to your clients!
- Increase personal training revenues
- Attract diverse clientele with new services
- Attract and retain a higher caliber of fitness professional
- Members want to be associated with a state of the art program

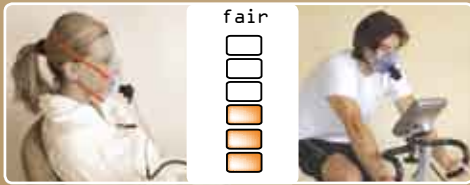
Costs/Benefit scenario based on no. test/year



Services	Weight Management	Fitness & Endurance
Equipment cost*	~120€ per month	~180€ per month
Variable cost	~7€ per test	~2 - 3€ per test
Revenues	~30 - 50€ per test	~60 - 100€ per test
Break-even	~3-4 test /month	~3 - 4 test /month

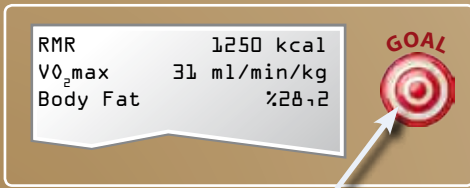
\* Estimated cost per month based on 36 month leasing programme.

# Testing & Assessment: 5 steps to membership retention



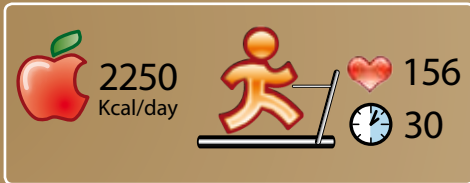
## 1 Assessment 30 min

Analysis of oxygen efficiency, strength, endurance, body composition and flexibility provide your members with comprehensive data about their current health and fitness.



## 2 Motivation 20 min

Motivation is maximized by providing members with comprehensive reports based upon their personal scores with suggested targets for progressive improvement.



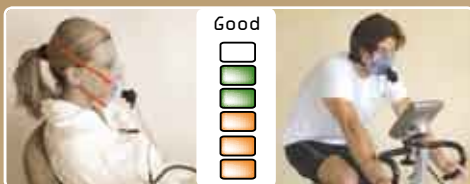
## 3 Exercise Prescription 10 min

Scientific test results are used to design a fully personalized nutritional and exercise program of daily caloric intake, aerobic training, strength, endurance and flexibility.



## 4 Training Program 4-8 weeks

With specific individualised programs, your members are properly motivated to train consistently and to make lifestyle modifications as suggested in the assessment process.



## 5 MY RESULTS! --

The initial fitness level provides a benchmark against which comparisons are made in future evaluations. Periodic testing offers motivational feedback as the program progresses.

# Marketing & Training

COSMED provides the club with marketing material for the immediate promotion of new services:

▼ Consumer Client Communication ▼ Poster



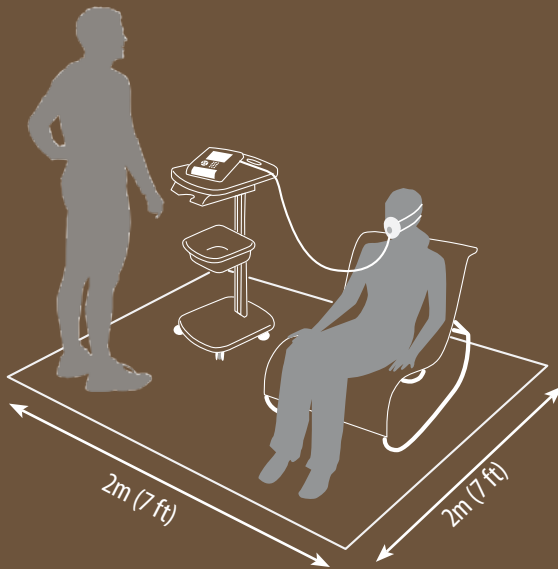
▼ Banner



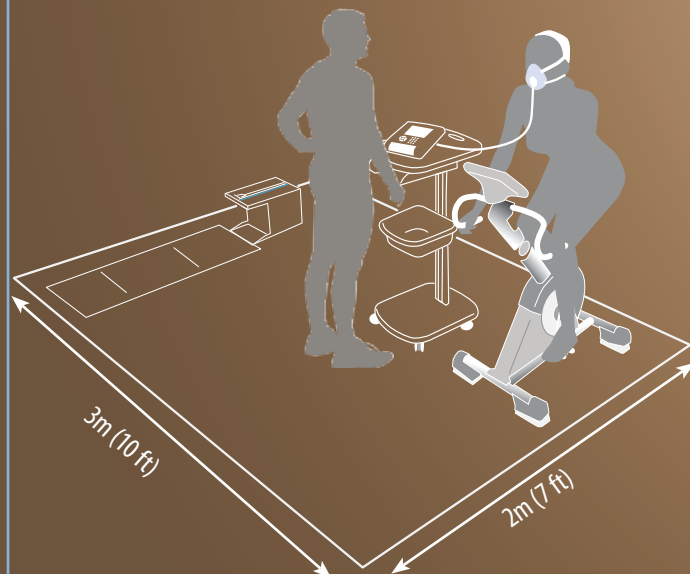
- ▼ Training and education
- ▼ Powerpoint Presentation
- ▼ Animation
- ▼ Promo -DVD
- ▼ Marketing Kit



Weight Management recommended assessment area



Fitness & Endurance recommended assessment area



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