

Corporate Wellness

HEALTHY WORKFORCE, HEALTHY BUDGET



The Wellness Company

Corporate Wellness

HEALTHY WORKFORCE, HEALTHY BUDGET



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Let's move for a better world. This is what impels us to create innovative solutions to help everyone achieve Wellness, at all ages and in all places. With our Technogym Ecosystem, we aim to offer Corporate Wellness solutions to keep employees committed, increasingly motivated and healthy. This is made possible by an interconnected range of products, services, content and programmes that can be accessed from anywhere in the world via Technogym equipment and any personal devices. We strongly believe that Wellness is an opportunity for governments, companies and individual citizens. Healthy workforce, healthy budget. **Let's Technogym.**

Nerio Alessandri

Chairman and Founder of Technogym® The Wellness Company

Healthy people, healthy planet.

For almost 30 years Technogym's guiding philosophy has maintained that the greater the number of people living in a situation of mental and physical wellbeing, the greater the world will be. For this reason, our mission is to inspire more and more people to undertake physical activity and adopt a healthy lifestyle.

During most of their lives, human beings spend a great deal of time at work, making the workplace the ideal environment in which to target and change behaviours. Through our Corporate Wellness Programme we seek to enhance the lifestyle of the working population by means of an integrated approach to wellbeing that benefits employees, employers and society at large.

Perfectly in line with its mission of bringing Wellness to the world, Technogym puts the health of our planet at the forefront, selecting systems and behaviours that protect the environment and its natural resources. The company has its own Environmental Management System, which completes the process of certification in terms of Total Quality and Social Commitment.



Discover more about this subject:
www.technogym.com/corporatewellness



Healthy People
Healthy Planet

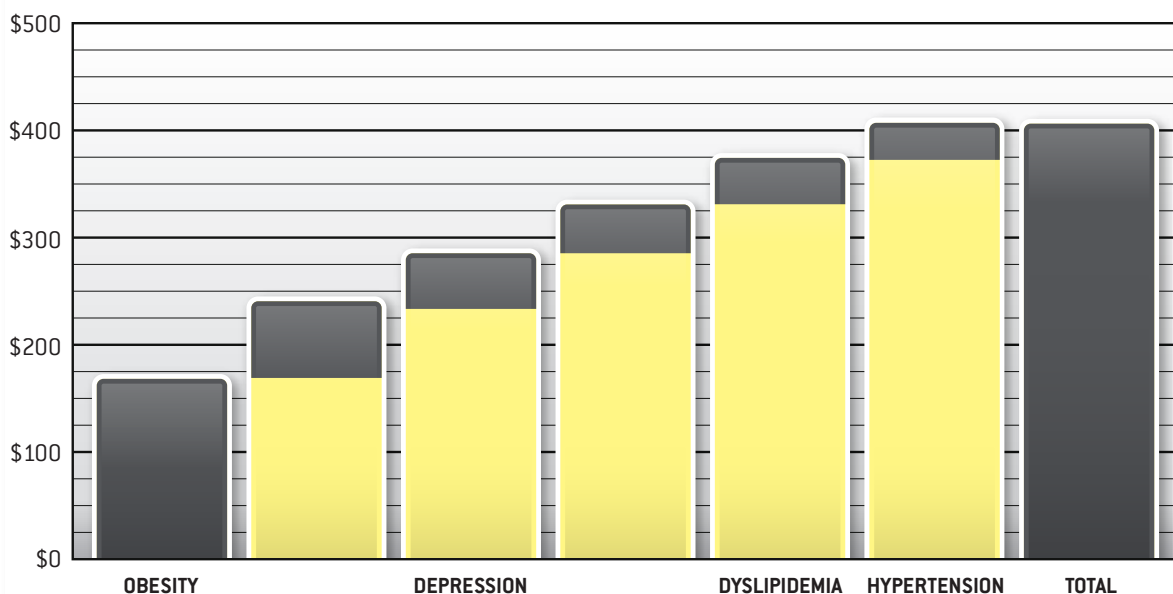


Technogym® Green

The burden of physical inactivity.

Major chronic conditions

Five-year cumulative medical and productivity costs (\$M)



‘Modern lifestyle and work is increasingly sedentary, growing the risk of chronic diseases amongst employees.’

The Workplace Wellness Alliance Investing in a Sustainable Workforce, Geneva, World Economic Forum 2012.

‘All over the world, workforces are threatened by ageing and noncommunicable diseases (NCDs). The 15 most costly conditions account for more than 80% of the total cost of all chronic illnesses.’

[The New Discipline of Workforce Wellness: enhancing Corporate Performance by Tackling Chronic Disease. Geneva, World Economic Forum 2010].

‘The spreading of the fast food culture, sedentary lifestyle and increase in body weight has led some to coin the emergency threat a “globesity” epidemic.’

Bifulco, M. & Caruso, M.G. (2007). From the gastronomic revolution to the new globesity epidemic. J Am Diet Assoc., 107 (12).

‘From a cost perspective, cardiovascular diseases and mental health disorders account for almost 70% of lost output.’

The Workplace Wellness Alliance. Investing in a Sustainable Workforce, Geneva, World Economic Forum 2012.

‘NCDs are forecast to cost a total of US\$ 47 trillion over the next 20 years. Against this backdrop preserving the health and productivity of the workforce becomes of paramount importance.’

Bloom, D., Cafiero, E., Jané-Llopis, E. Abrahams-Gessel, S., Bloom, L., Fathima, S., et al. The Global Economic Burden of NCDs. Geneva, World Economic Forum 2011.

‘With access to over 54% of the global adult population, employers are well positioned to make a valuable contribution to the battle against NCDs by taking measures to improve the health of their workforces.’

The Workplace Wellness Alliance. Delivering on Health and Productivity. Geneva, World Economic Forum 2011.

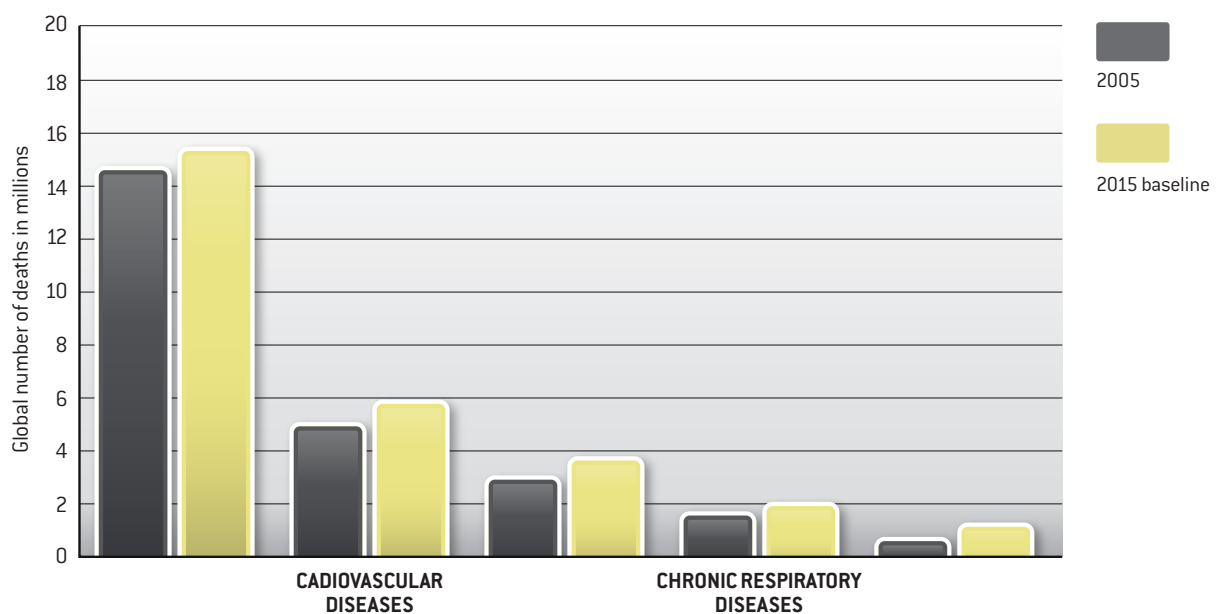


A Corporate Wellness Programme targeting just three risk factors - physical inactivity, poor diet and smoking - would produce net savings of \$22 million (company size: 10,000 employees).



The Workplace Wellness Alliance. Delivering on Health and Productivity. Geneva, World Economic Forum 2011. World Economic Forum 2010⁽¹⁾

Deaths incurred by chronic diseases, projected from 2005 to 2015 and with global goal scenario



Benefits for employees.

Feel good, work better.

The workplace is an important location for successful prevention strategies because employees today spend a growing amount of time at work* and employers can influence behaviour by creating a supportive environment and leveraging existing infrastructure to offer low-cost but effective interventions.

It has been shown that people who are fit are better able to interact and deal with stress as well as being healthier than those with a sedentary lifestyle.



-  Improved stress management
-  Increased cardiovascular capability
-  Increased calorie expenditure
-  Increased articular flexibility
-  Increased functional strength

* <http://www.nytimes.com/interactive/2009/07/31/business/20080801-metrics-graphic.html>



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Benefits for companies.

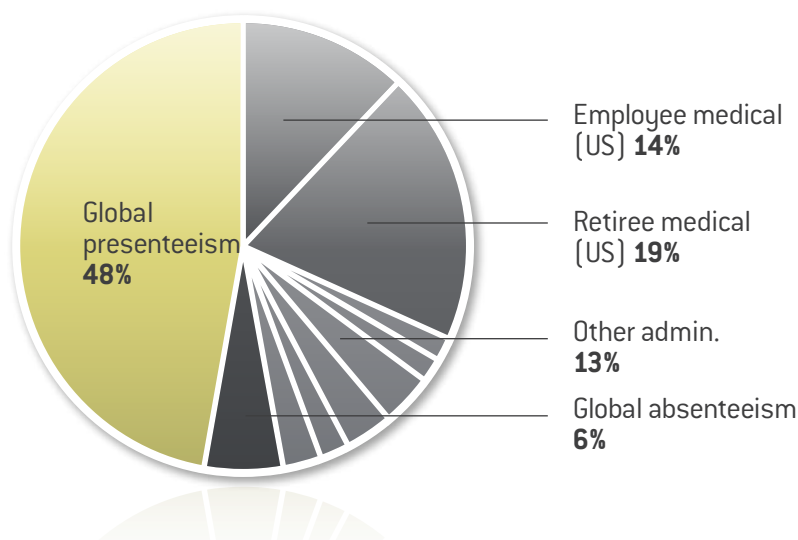
Improve your return on investment.

More and more companies all over the world are implementing a Corporate Wellness Programme to improve the workplace and contribute to enhancing employees' lifestyles as well as their productivity. Unhealthy employees cause both direct and indirect costs to their employers, the highest being presenteeism – the cost of employees who are on the job but not fully functioning because of illness – so investing in their health makes sound business sense.

Breakdown of company costs incurred due to poor health

Conclusion: for all chronic conditions studied, the cost associated with performance-based work loss, or 'presenteeism', greatly exceeded the costs of absenteeism and medical treatment combined.

(Mayo Clinic Health Solutions - The True Cost of Poor Health)



Reduced absenteeism and presenteeism

-80%

After a six-year 'health and wellbeing' intervention programme at MD Anderson Cancer Center, lost work declined by 80% and modified-duty days by 64%. Workers' company insurance premiums declined by 50%.

(Harvard Business Review, December 2010. What's the Hard Return on Employee Wellness Programs? by Leonard L. Berry, Ann M. Mirabito, and William B. Baun).

Return on investment

US\$3,27

A Meta-analysis led by Harvard identifies an average return on investment of US\$3,27 for every dollar spent on Wellness programmes.

(Baicker, K., Cutler, D., & Song, Z. (2010). Workplace Wellness Programs Can Generate Savings. Health Affairs, no.2 (2010): 304-311)

Benefits of Corporate Wellness Programmes

Management of staff behavioural risk (depression, stress, anxiety)	Lifestyle improvement	Improved recruitment retention and company image
Reduced absenteeism	Reduced health expenditure	
Increased productivity	Improvement of the overall 'company mood' and team-building	Social Accountability International (SAI)



Why Technogym?

Your global Corporate Wellness Partner.

Technogym is the only Wellness-dedicated company in the world. We create innovative and engaging solutions to help people achieve Wellness, and we strive to make Wellness available to all, at all ages and in all places. We want to offer our customers the means to create unique environments where people can experience the most effective, entertaining and personalised training experience.

OUR ADDED VALUE

Complete project management, including need assessment, concept design and execution, and facility management.

To us, Wellness is a mission and a way of life, that's why we run our own 24/7 Corporate Wellness Programme inside the company.

A dedicated division with over twenty years of experience in fitting Corporate Wellness Centres across the world.

Technogym is a global partner and is present in over 100 countries in the world. With its 70 distributors and 14 branches, it is able to think global and act local, answering to the needs of large multinationals and smaller companies.

We are partnered by a global network of banking and insurance institutions, Authorised Technical Service Centres and Facility Management partners to provide secure financing, reliable after sales and professional gym management.

Our Corporate Wellness Programme in Technogym

Active participants:	600
Average calories burnt per person weekly:	2400 Kcal
Average BMI of the employee population:	21.9
Total reduction in waist circumference in a three month training period:	450 cm
Average VO2 Max measured (after training period):	32 ml/Kg/min

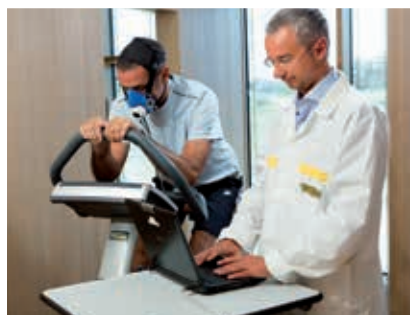


Discover more about this subject:
www.technogym.com/corporatewellness

Corporate Wellness Programme.

How it works.

1. ASSESS



The first step is evaluating employee needs and health risk levels for the creation of a successful programme. A scientific web-based questionnaire provides a detailed picture of the three dimensions of Wellness; Movement, Nutrition and Stress Levels, that combine to give a comprehensive report on the Wellness status of your company and of every single employee.

4. MANAGE



Data collection and evaluation are fundamental to ensure that maximum value is obtained. Detailed reports on exercise, biometrics and participation can be generated to visualise and monitor the results of the programme to optimise intervention strategies.

Tips to build a successful Corporate Wellness Programme



Raise awareness. Assess your workforce's needs with health risk appraisals. Market your programmes internally with educational tools (Wellness boards, newsletters, e-mail tips). Offer free screenings and incentives to encourage employee participation.



Use incentives that your employees value. Survey your employees to find out what kind of incentives they prefer. Insurance-based incentives are among the most popular, but even simple rewards, like special parking spots or public recognition, are motivating.



Keep incentives and rewards positive. Participation in the programme should be fun. Celebrate employee progress. Upper-management support is critical.



Encourage participation from key figures in the organisation. Create the ideal environment for change. Consider employee convenience and comfort when designing a programme. Offering benefits during the workday often increases participation. Avoid activities that seem invasive or intimidating.



2. PRESCRIBE



A dedicated intervention is tailored based on the results of the questionnaire. The programme includes physical activity, behavioural change and stress management. Employees are invited to perform physical activity in the corporate gym, outdoors and inside the office as a part of a complete lifestyle review. Dedicated educational sessions can be offered to help improve participation in the programme.

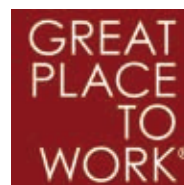
3. REWARD



Challenges and rewards are crucial in order to keep motivation and participation at a high level. With the aid of the mywellness cloud applications we can help to keep users constantly engaged and proactive. Rewards could include, for example, Technogym sports gear and merchandising.



Measure physical activity. Select a tool to measure the amount of physical activity accumulated during the day. Keep incentives and rewards positive. If you want to manage you need to measure.



Your company can be a great workplace, and as your Wellness Business Partner, we can help make this happen.

www.greatplacetowork.com



Tailor Made Solutions.

No space

Wellness - not only
in the gym

Space

Made-to-measure
corporate facilities

20m²

50m²

100m²+

Total Wellness Solution

Our business approach

Best practice

Success stories



No space

Wellness - not only in the gym. No dedicated Wellness space? We have the solution. The object of a Corporate Wellness Programme is to promote an active lifestyle, encouraging staff and collaborators to adopt healthier habits at work and at home. Programmes can have different levels of involvement, based on specific company needs. Contrary to common belief, a dedicated space is not essential to a Corporate Wellness Programme.

There are many actions you can take to make your company healthier, such as promoting participation in sports activities, providing healthy meals, organising educational seminars and events. As the world leader in Wellness solutions, Technogym offers innovative solutions to transform every situation and location into a Wellness opportunity.

Discover more about this subject:
www.technogym.com/corporatewellness



Wellness - not only in the gym.



THINK WELLNESS Replace furniture with fitness equipment in reception areas and waiting rooms: it helps fight sedentary lifestyles and communicates a strong message to clients and suppliers.



WELLNESS BREAKS Place cardio equipment in common areas, next to coffee or food vending machines, and encourage your staff to burn calories and to choose healthy snacks.



WELLNESS BREAKS Place FLEXability equipment in common areas, next to coffee or food vending machines, and encourage your staff to take active breaks to fight low back pain and increase relaxation.



WELLNESS MEETING ROOMS Create a more dynamic environment for your meetings to stimulate new ideas and fight boredom. Choose between Wellness Ball™ and cardiovascular equipment to put more ideas in motion.

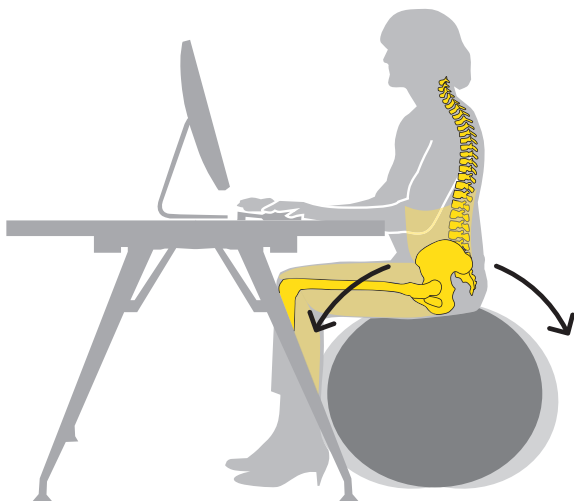
Wellness Ball™ - Active Sitting (patent pending). Fighting inactivity at work.

Wellness Ball™ - work out while you work Advance your Corporate Wellness Programme by offering a Wellness alternative to chairs. With its patent pending design and features, the Wellness Ball™ is at the same time a posture seat and a training system*.

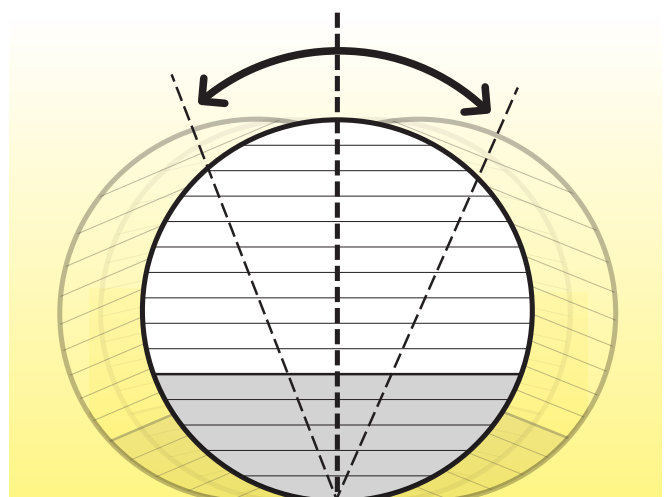
* Wellness Ball™ - Active Sitting is an exercise equipment that can be used as an alternative seat but cannot replace traditional chairs.



ACTIVE SITTING The difference between the old way of sitting and the new Wellness Ball™ is even clearer: just sitting, you can do exercises to improve posture and lifestyle quality.



GIVE YOUR POSTURE A HELPING HAND Sitting for long periods of time may cause low back pain problems due to sustained flexion of the back¹ and to prolonged load on the spine tissues². The Wellness Ball™ offers an active form of sitting, requiring constant changes of posture that are beneficial for the spine.



THE REVOLUTIONARY ALTERNATIVE TO STATIC SITTING Its exclusive double density design and underside made of anti-slip finish (patent pending) makes it stable enough to ensure comfortable sitting yet unstable enough to engage the core muscles and perform specific exercises for low back pain prevention and management.

¹ Adams and Dolan, 1995.

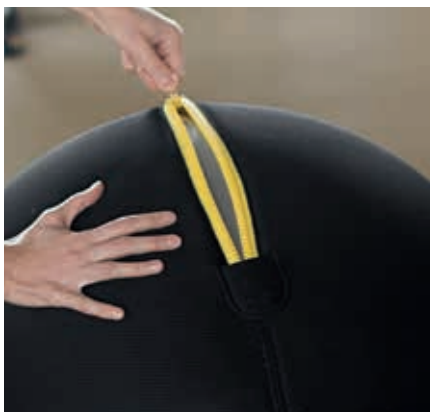
² Black et al, 1996; Callaghan and McGill, 2001.



IN THE MEETING ROOM The Wellness Ball™ can be used in dedicated meeting rooms that can double as training rooms for small educational sessions with our Personal Trainers. This can be a positive first step towards a more active workplace.



A TRAINER AT EVERY DESK By alternating the use of a traditional chair with the Wellness Ball™, you will assume a correct posture, strengthen the core muscles, and increase your daily activity level. The QR code gives access to the Wellness Ball™ mobile website (patent pending) where you'll find exercise videos and a questionnaire to assess your back condition. The Wellness Ball™ reminds you when it's time to take an exercise break with an automated message on your electronic calendar (e.g Microsoft Outlook).



MAKE WELLNESS EASIER The cover is made of antibacterial breathable fabric (patent pending) for optimal comfort and cleaning. The yellow zip allows the user remove the cover from the Wellness Ball™ (patent pending). Also, thanks to its smart handle (patent pending), the Wellness Ball™ is easy to move and carry around, and can be personalised by each user.

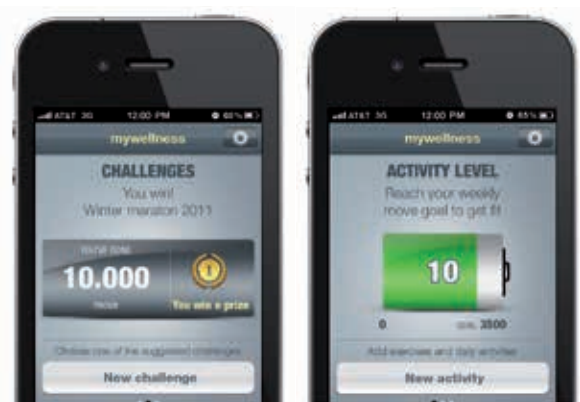
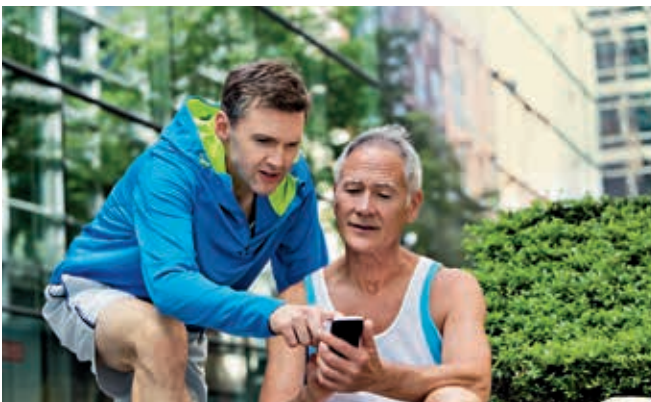
Lifestyle integrated technology.

The mywellness key and mywellness cloud.

THE MYWELLNESS KEY is a small portable device that measures physical activity. Worn every day, it encourages people to adopt a more active lifestyle in every situation, by setting personalised goals, monitoring progress and giving you the opportunity to challenge friends and colleagues. The key gives you detailed feedback and information accessible from your personal devices. Just plug it into your personal computer and all your indoor and outdoor activity data will be automatically transferred to the **mywellness cloud** platform as a constant reference point for your wellbeing.



IN THE OFFICE



DURING LEISURE TIME



AT HOME



Company lifestyle.

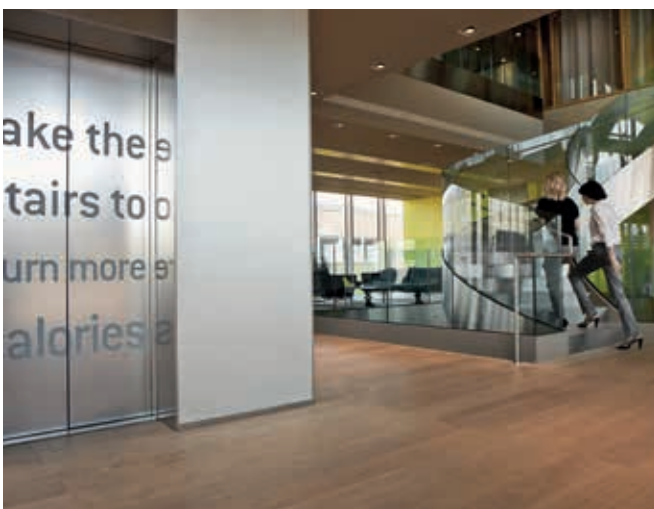
Tips to promote a Wellness corporate culture.



RECREATIONAL SPACE A small library, a computer and a games room are excellent solutions to help your staff relax and socialise.



SPORTING ACTIVITIES Promote sports activities during lunch hour. Organise indoor contests and outdoor activities such as running, cycling and fitness classes.



INFORMATIVE SPACE Promote healthy living throughout the company making use of our educational material and marketing tools.



HEALTHY SPACE Make sure your restaurant or cafeteria serves healthy, balanced meals, including vegetarian and organic options.



Space

20m²

50m²

100m²+

Made-to-measure corporate facilities.

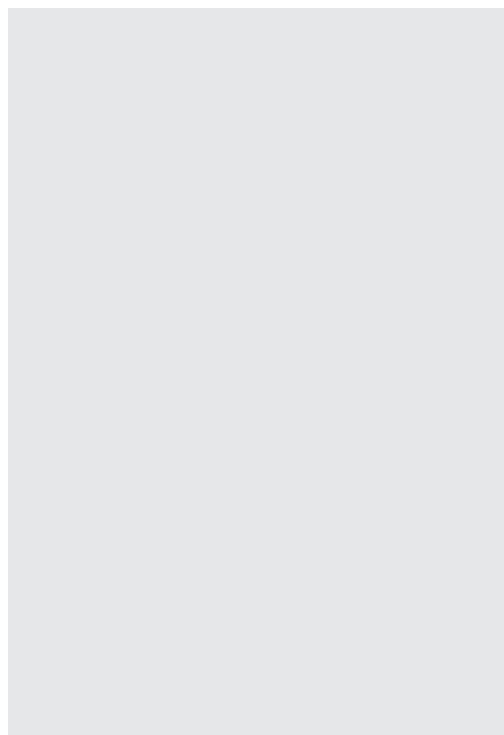
You can fit a gym into just 20m² to start promoting Wellness in your company. With or without technical supervision, we can deliver the right solution for effective and engaging training programmes.

Discover more about this subject:
www.technogym.com/corporatewellness

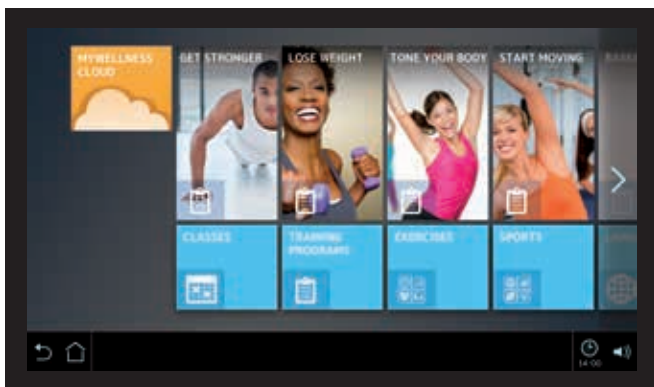


SPACE

20m²



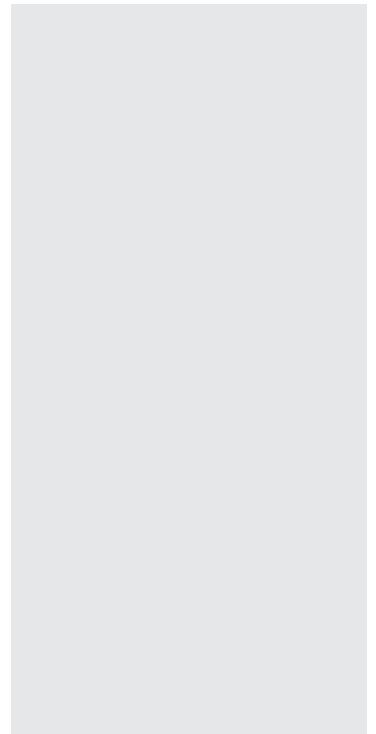
PLURIMA is the versatile, compact, cable-based multiple strength training station which perfectly complements the cardio range and can be used in a fully autonomous manner thanks to its user-friendliness and integration of technology features.



UNITY™ SELF is a new interactive touch screen kiosk that allows employees to select a training programme in just a few clicks and without supervision. The programme can be based on a specific goal, sport or aspiration. UNITY™ SELF visualises the exercises to be performed as well as “Guide Me” videos, results achieved, challenge rankings and much more.

SPACE

50m²



MICRO SPECIALIST ZONES Our consultants will develop a layout to suit your specific company requirements, providing the best mix of cardio, strength and functional equipment.



MORE ENERGY AT WORK Increased cardiovascular resistance and calorie expenditure, articular flexibility and functional strength, will improve your employees' mental and physical wellbeing.

SPACE

100m²+



EXTENDED SPECIALIST ZONES When space is not an issue, our consultants will create a unique training experience that includes cardio, strength, functional and group activities.



STRENGTH ZONE Our strength lines offer exceptional biomechanics respecting natural movement paths, as well as outstanding comfort and ease of use.



CARDIO ZONE Our cardio equipment includes traditional and innovative movements to stimulate participation in the programme.



FUNCTIONAL ZONE Our innovative functional equipment enables your employees to perform natural movements to improve everyday functionality.



GROUP ACTIVITIES ZONE Group activities are fun, they help build team spirit and provide a psychological boost. Our equipment is on wheels, so you can move it when you're not using it.

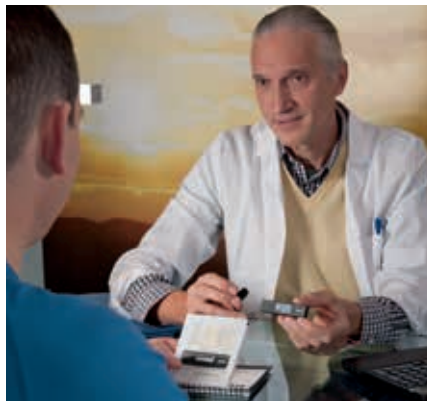
Integrated technology. In the gym.

UNITY™ FOR CARDIO EQUIPMENT The ultimate touch screen console for end-user personal entertainment and easy training. It is also a valuable means of communication through which you can promote the Corporate Wellness Programme and company activities and monitor attendance. **ISOCONTROL FOR STRENGTH EQUIPMENT** The simple LED interface that guides end-users through their strength training routine exercises, sets and repetitions.

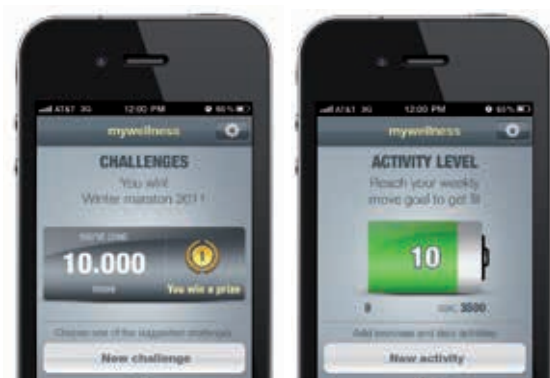




Integrated technology. Outside the gym.



EVERY DAY, WHEN TRAVELLING OR WITH YOUR HEALTHCARE PROFESSIONAL WITH MYWELLNESS KEY



OUTDOOR EXERCISE WITH MY WELLNESS APP



AT HOME WITH T-WELLNESS AND SMART TV



Total Wellness Solution

Our business approach is to be your Wellness Business Partner. Thanks to our Total Wellness Solution, we create tailor made business models comprising products and services and we promote partnerships and networking strategies with various operators - trainers, architects, insurance companies, HR and facility managers, healthcare professionals - in order to deliver complete solutions for Wellness Lifestyle Management.

Discover more about this subject:
www.technogym.com/corporatewellness







The Total Wellness Solution.

What we can do for you.

We provide each company with tailor made solutions to meet every need, all the way from project design to start up and facility management.

APPS, DEVICES & CONTENTS

Our web and mobile applications offer specific solutions for managing Corporate Wellness and for evaluating participation and return on investment.

INTERIOR DESIGN

Our dedicated interior design team is available to help you achieve the perfect environment where to train and relax.

PROGRAMMES & EDUCATION

Our ready-made programmes and educational tools are intended to support you and your staff. Our e-learning platform can be used to deliver online content and education to all your employees.

FINANCIAL SERVICES

Our wide range of services and tailor made leasing and financial solutions make your acquisition of fitness equipment as simple and affordable as possible.

AFTER SALES

Our After Sales Service is on hand 24/7 for long lasting performance, safety and reliability.

MARKETING SUPPORT & BRANDING

Our comprehensive package of marketing and educational tools can help familiarise your employees and collaborators with important health issues and illustrate the benefits of the Corporate Wellness Programme and of physical activity.

EQUIPMENT

Our equipment is the end product of a deep understanding of biomechanics and ergonomics and of decades of practical experience.

Apps, Devices & Contents.

The innovative mywellness cloud technology offers both users and operators an integrated and connected system of user interfaces, devices, web and mobile applications that provide many advantages and opportunities. Operators can better manage business activities such as profiling users and assigning programmes and users enjoy a motivating and interactive experience and the possibility to access their programmes and results at any time from their personal devices.



Profile *Tailoring the wellness experience*

- 1 Profile people by mapping their aspirations
- 2 Collect profiled leads and personalized prospecting
- 3 Increase conversion rate



Self *Automatic programme assignment*

- 1 Users can select their training program from a predefined library
- 2 Users can track results and change their training program with full autonomy
- 3 Library is automatically adapted to installed equipment



Challenge *Interactive and rewarding engagement*

- 1 Set up new challenge by defining targets and prizes
- 2 Users automatically track workout data when training on equipment
- 3 Performance results can be viewed on a leader-board to motivate user



Prescribe *Personalised programme assignment*

- 1 Facilitate the creation of a truly personal training program
- 2 The training program is saved onto the Technogym Key
- 3 Trainers can monitor results and assess their clients



Asset *Monitor equipment usage*

- 1 Remote equipment monitoring and control via internet
- 2 Reduce maintenance costs
- 3 Direct notification from equipment to Technogym



Communicator *Improve loyalty & secondary revenue*

- 1 Advertise your programs and services directly through UNITY™
- 2 Collect feedback from your members while they train
- 3 Promote co-marketing initiatives



Coach *Indoor & outdoor lifestyle management*

- 1 Manage indoor & outdoor physical activity 24/7
- 2 Lifestyle tips about nutrition and habits
- 3 Sell personal coaching services

More to come



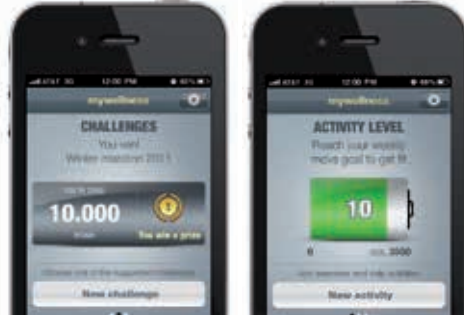
UNITY™



UNITY™ SELF



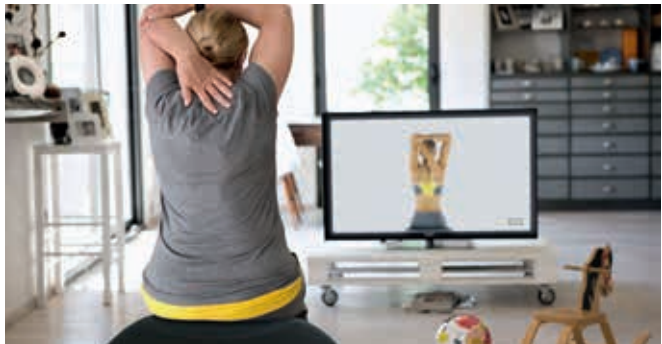
TABLET



MOBILE



PERSONAL COMPUTER



SMART TV

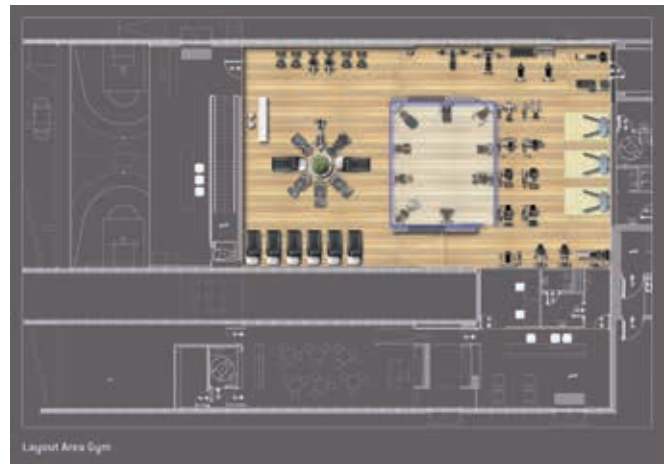
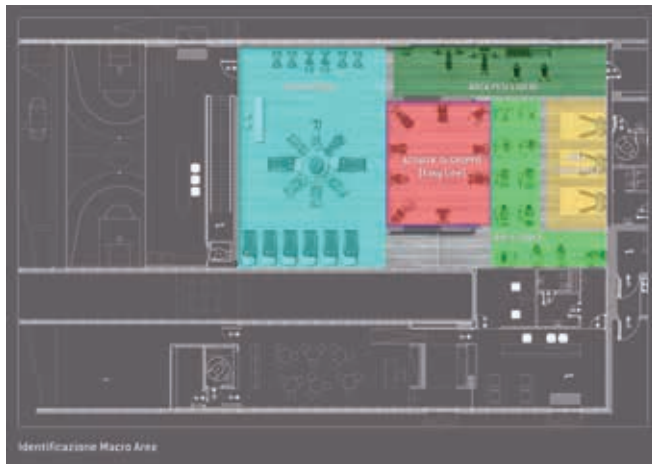
Customise your technological experience

Corporate Wellness Solution	Applications						
	Self	Contact WS	Coach	Profile	Challenge	Communicator	Asset
No space			●		●		
Supervised space		●	●	●	●	● With UNITY™	● With UNITY™
Non-supervised space	●			●	●	● With UNITY™	● With UNITY™

● Core
● Recommended

Interior design.

Our Wellness Design service embodies years of experience gained designing Corporate Wellness centres with the goal of creating the perfect environment for employees' physical and mental wellbeing.



ARCHITECTURAL DESIGN & INTERIOR ZONING

Technogym represents the opportunity to achieve the perfect synergy between innovation, product design and interior space design to make any workout an enjoyable and engaging experience. With the support of highly skilled professionals from different fields of expertise, we can provide a team which will facilitate the success of the project right from the start.

This will include the most effective layout for the Wellness area and interior zoning, incorporating a careful selection of products based on demographics and client needs. Our high-quality 2D and 3D renderings make it possible to get a real vision of what a Wellness area could look and feel like.



Programmes & Education.

With the help of our Wellness Institute you can provide your staff with all of the skills needed to deliver an optimum level of service and to create the very best user experience in the gym. Furthermore, Technogym has a network of partner companies that provide facility management solutions to suit your needs.



FLEXIBLE, HIGHLY QUALIFIED EDUCATION AND FACILITY MANAGEMENT

- **On-site education:** certified Master Trainers deliver Technogym Product and Solution training on site to your staff;
- **On-site business consultancy:** business consultants can deliver on-site training and education in all matters concerning club management;
- **On-line education:** as an alternative to on-site training, e-learning courses in many languages are available via a dedicated web portal;
- **Facility management:** by collaborating with local professional staff recruiting and facility management companies, we are able to offer local facility management solutions for Corporate Wellness facilities (check with your local Technogym or Wellness Institute contact).



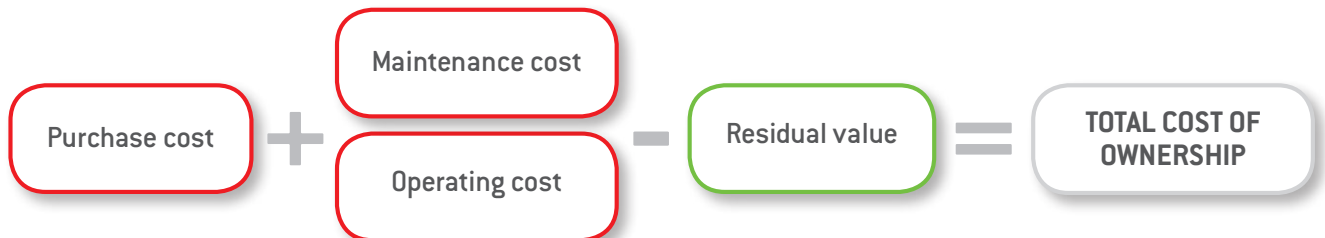
SCIENTIFICALLY VALIDATED PROGRAMMES

- **Programme library:** a huge library of programmes, focusing on user needs and abilities, is available to your trainers via different apps (Prescribe, Self and Functional Training) and to your employees via the UNITY SELF kiosk for their programme management.

www.technogym.com/education

Financial Services.

Safe, fast and transparent financing thanks to co-operation between Technogym and an international network of prestigious banking and insurance institutions.



At the end of its life, adding the purchase cost of the equipment to the cost of maintenance and operation, then subtracting the residual value gives the total cost of ownership of the equipment: a ratio that is always advantageous thanks to Technogym value.



FOR CUSTOMISED, RELIABLE FINANCING

Technogym's leadership in the Wellness sector ensures extensive knowledge of your business needs and an ability to listen in order to develop solutions to suit all of your specific requirements:

- Certainty regarding the cost of financing, with no surprises;
- Customisation of the instalments based on your needs;
- Reliability of the Technogym brand and of the best international credit network;
- Speed in providing products and services for your business.

www.technogym.com/financialservices

After Sales.



Maintenance services, professional and customised, guarantee consistent effectiveness and quality of your equipment.



TRAINED TO GIVE THE BEST

Just as the best products work to attract new members, Technogym After Sales Service works to keep the best products up and running to preserve its value over time. The main benefits are:

- Focus your staff on member's care
- Allow your members to train more effectively
- Maximise your return on investment

You can count on a worldwide infrastructure of 1000 Technogym After Sales professionals dedicated to delivering prompt efficient service and minimizing equipment downtime.

And with **Technogym E-Services**, the new customer portal, you can easily keep an eye on your equipment. The portal will assist you to create and follow the status of service activities, monitor asset usage and service performance metrics, monitor and manage equipment status.



OUR SERVICE CONTRACTS

With our Service Contracts portfolio, you can maintain the highest degree of functionality while also protecting your investment. Forget about purchase orders for repairs, budget approvals and invoice management: your fee is fixed for the duration of the contract.

Our Service Contracts team will listen to your needs and provide you with expert advice, recommending the appropriate solution. Your proposal will be prepared considering the different number and type of machines as well as the period of time you wish to cover.

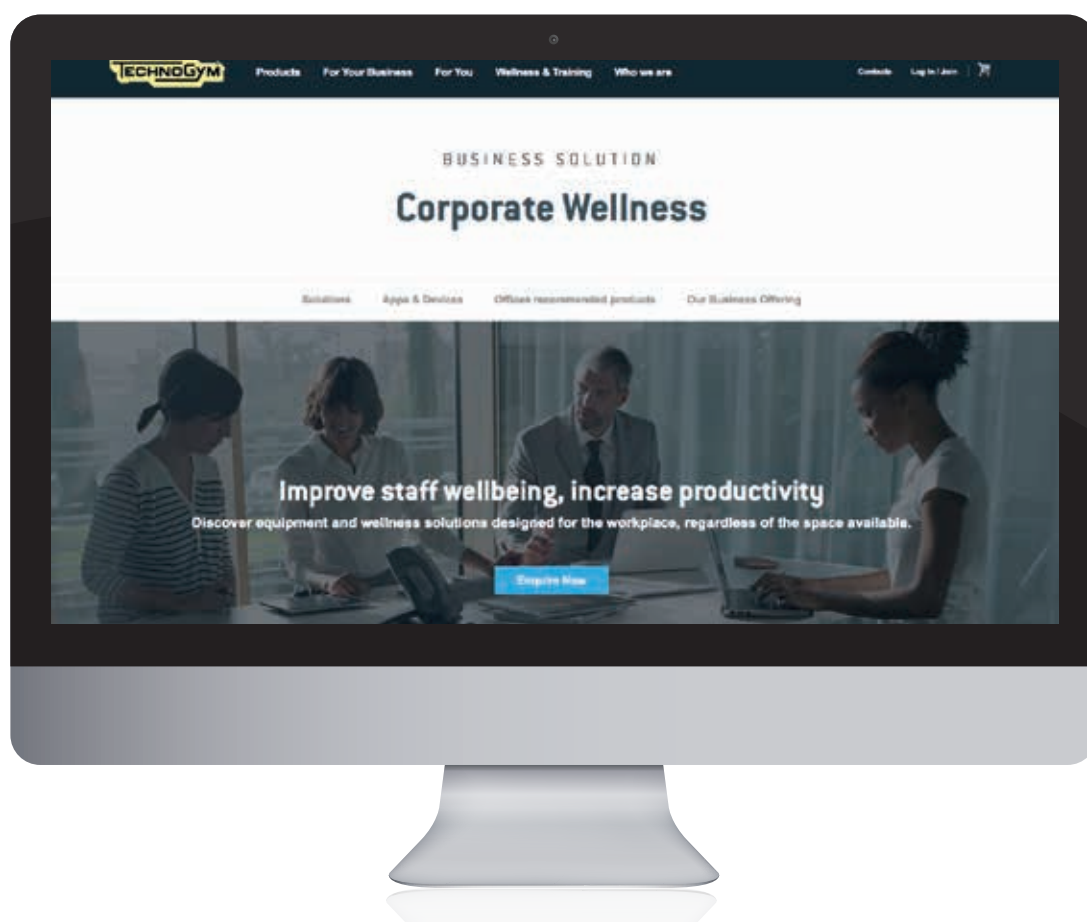
Our Service Contracts may include:

- Preventative maintenance
- Travel, labour and spare parts
- Service level agreement.

www.technogym.com/aftersales

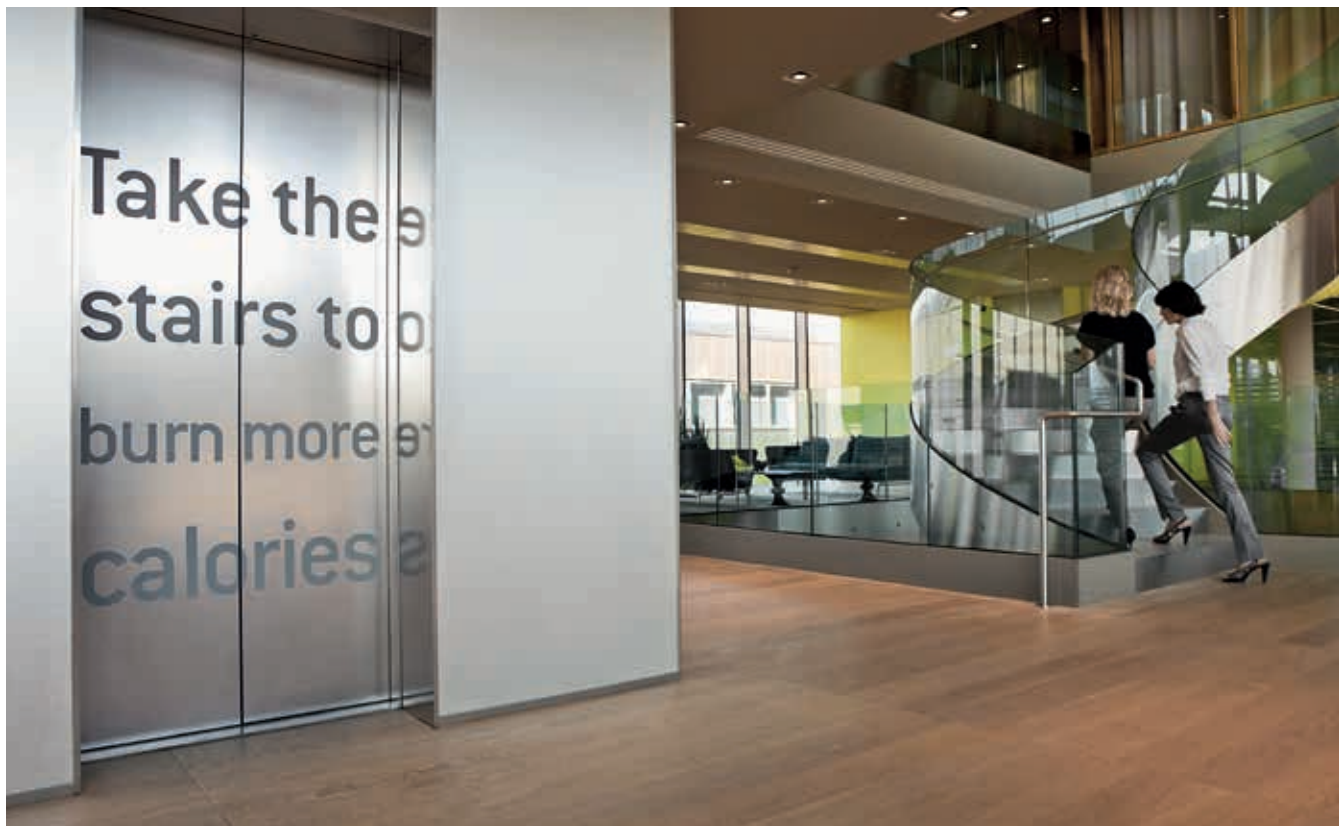
Marketing Support & Branding.

Make the most of your investment by taking advantage of our Marketing Support & Branding service. Highlight your company through our web communication and inspire your staff to join the Corporate Wellness Programme with targeted educational and promotional tools that encourage them to adopt healthy lifestyle habits.



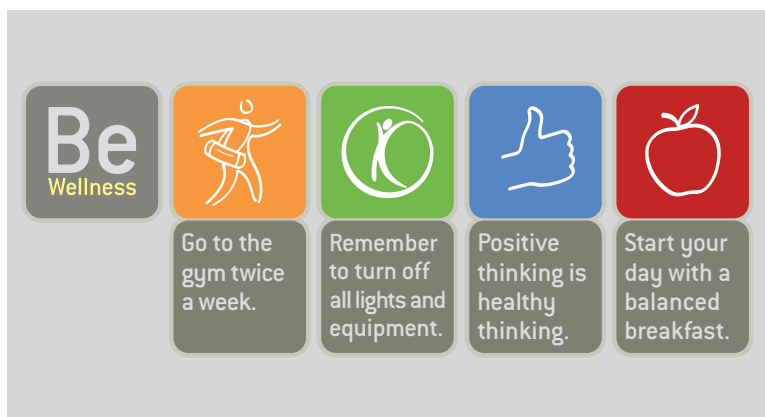
TECHNOGYM WEB COMMUNICATION Be acknowledged as a great place to work by communicating the successful implementation of your Corporate Wellness Programme through our web marketing tools. This is how:

- **Website:** News and pictures about your events, such as internal challenges, can be showcased on the technogym.com website to highlight your success.
- **Newsletter:** Featuring your best practice in Technogym newsletter can secure you outstanding visibility.
- **Social media:** Social media channels, viewed by a vast segment of the public, offer an excellent opportunity to promote your company.
- **Blog:** You can publish an interview on the Technogym blog to increase the appeal of your company.

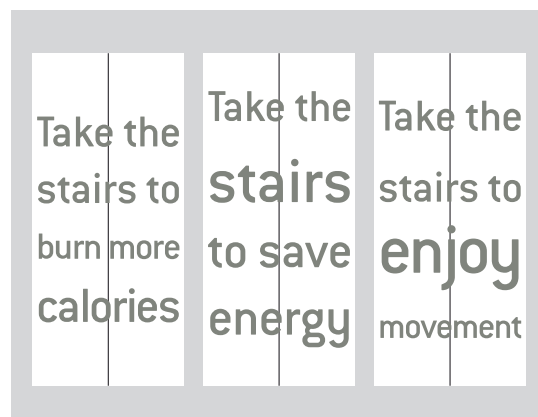


PROMOTIONAL & EDUCATIONAL SUPPORT Promote your Corporate Wellness Programme with the help of dedicated visual communication tools and merchandising for an active lifestyle. As our client, you can view our selection of merchandising tools and download educational material, images and videos from the online Marketing Support area: www.technogym.com/marketingsupport

Marketing Support & Branding.



DOMINOS Artwork to create self-adhesive coloured dominos with health tips to promote Corporate Wellness.



DVD Artwork to create Wellness slogans for proactive communication.



CORPORATE WELLNESS PROGRAMME TOOLS Artwork to create personalised induction material.



TAILOR MADE MERCHANDISING Artwork to create co-branded merchandising.



MERCHANDISING A wide selection of merchandising tools to help you promote the Wellness lifestyle and reward your staff for goals achieved.



WELLNESS COMMUNICATION: POSTERS AND BOOKS The posters explain the components of Wellness as well as the good habits and positive effects of Wellness lifestyle. Our Wellness books contain research evidence which demonstrates the benefits of exercise and gives advice on how to change one's lifestyle in order to achieve Wellness.



MYWELLNESS KEY LEAFLET A leaflet explaining the importance of physical activity and the benefits of the mywellness key.



PR & MEDIA COVERAGE The promotion of Wellness through a wide range of traditional and new media channels increases opportunities for the promotion and recognition of your company as a workplace that invests in employee health and wellbeing.

Official Partner and Supplier.

FORMULA 1

Wellness Partner
Scuderia Ferrari

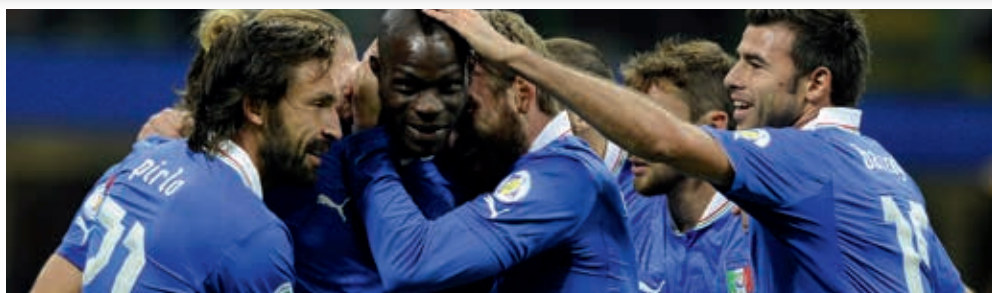
Official Partner
McLaren Technology Centre



FOOTBALL

Official Supplier
FIGC

A.C. Milan
F.C. Juventus
Inter F.C.
F.C. Barcelona
Liverpool F.C.
Chelsea F.C.
Paris Saint Germain F.C.
A.S. Ajax



SAILING

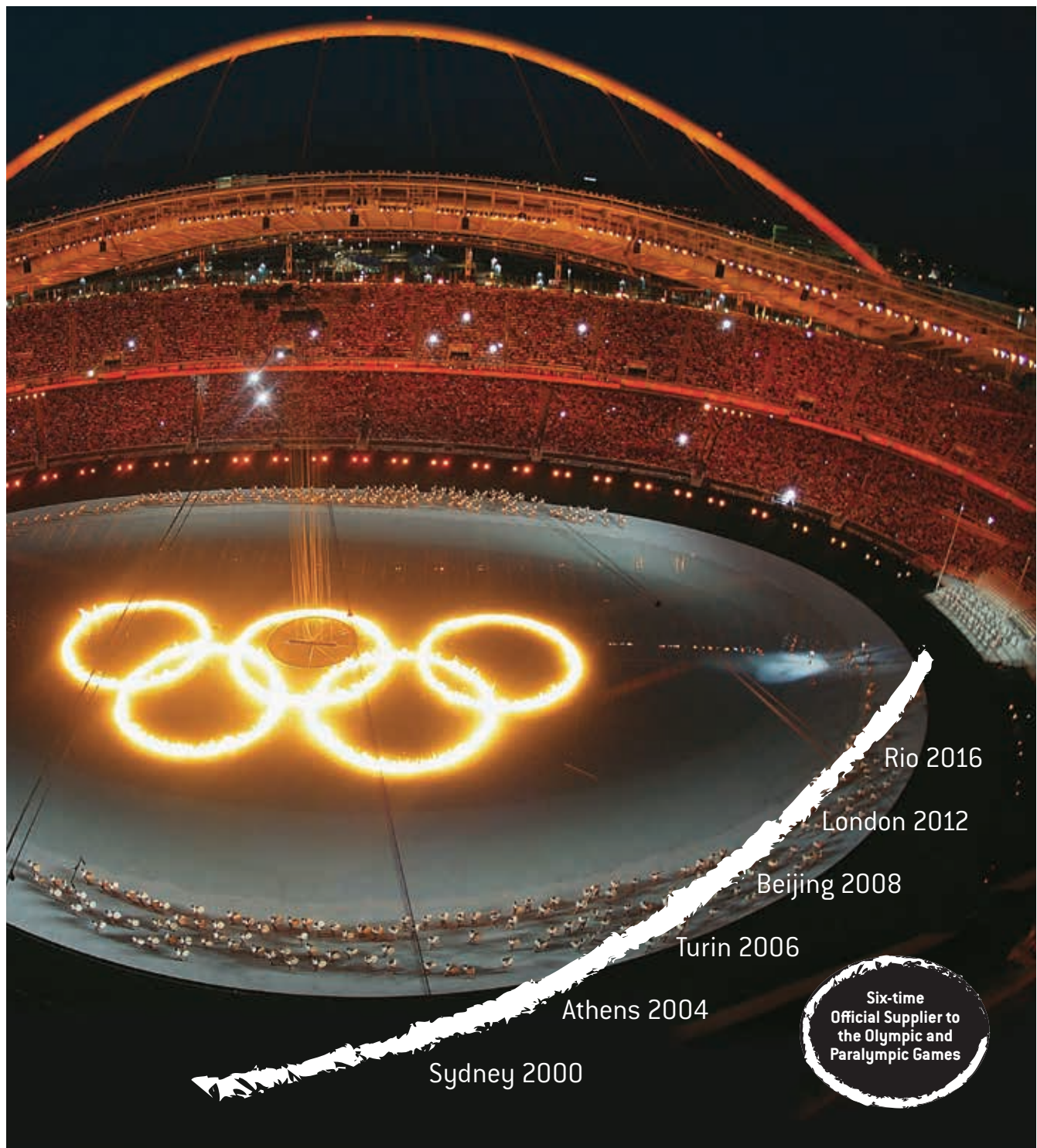
Official Supplier for 34th
America's Cup
Luna Rossa Team

Official Supplier for 32th
America's Cup
Alinghi Team



LUNA ROSSA
CHALLENGE 2013





CHAMPIONS TRAIN WITH TECHNOGYM

After exclusively supplying equipment for the Sydney 2000, Athens 2004, Turin 2006, Beijing 2008 and London 2012 games, we were once again appointed as 'Official Fitness Equipment Supplier' to the Rio 2016 Olympic and Paralympic Games. Technogym was chosen for its unparalleled experience and for the exceptional quality of its equipment that guarantees both the level of safety and reliability required by athletes and participants in the world's biggest and most prestigious sports event.

Equipment.





A COMPLETE RANGE of innovative products with unique design and entertainment features that will appeal to all users, increasing participation rates and maximising ROI. For more detailed information on all Technogym equipment, please refer to the Wellness Collection catalogue or visit our website technogym.com.



Best practice

Success stories. Many companies have already adopted Corporate Wellness Programmes in collaboration with Technogym. Read their stories.

Discover more about this subject:
www.technogym.com/corporatewellness



Success stories.

Well-known international enterprises have equipped themselves with modern and functional training facilities to allow their employees to start Wellness programmes and regain improved better physical and mental efficiency and wellbeing. The results in terms of work productivity are exceptional, as shown by the following testimonials:



The Wellness Company

Our Technogym Village represents a new model of social and economic sustainability whereby a healthy company is the result of a healthy workforce. The Working for Wellness Programme offers:

- Use of the corporate gym
- Specialised medical consultancy
- A balanced nutrition plan
- Educational, recreational and sporting activities
- Use of Wellnes Balls instead of chairs in the offices and meeting rooms to prevent back pain
- Equipment in communal areas to inspire more active breaks



FERRARI - ITALY

“Since the establishment of a Corporate Wellness Centre we have dramatically reduced all our employees’ pathologies resulting from intensive workload. Sometimes our team can’t stop working until the racing car is ready regardless of the time. Constant workout in our Corporate Wellness Centre helped us reduce the number of minor pains, such as back ache and neck pains, by 70%.”

Paolo Malpeli
Corporate Wellness Manager



TOTAL - SOUTH AFRICA French multinational company acknowledged as one of the major players in the oil & gas industry, has always aimed at being recognised as a provider of excellent working conditions and recently as Wellness Champion, in the case of Total South Africa. In this country, an innovative approach has been applied in order to improve employees’ efficiency and health. At the heart of the applied Wellness Solution, the mywellness key grants a wide range of possibilities for customisation and the evaluation of physical activity, providing a priceless tool for employees to monitor and improve their lifestyle. The “Total Achiever Challenge 2011” campaign aimed at reducing the risk of mortality caused by unhealthy habits.

The challenge involved 97 employees, lasted 12 training weeks and delivered the following outstanding results:

- 5.433 million MOVEs
- 170 kg total weight loss
- 8% average fat change improvement
- 526 cm total lost on waist

Success stories.



COCA-COLA - NIGERIA Coca-Cola has chosen Technogym for its Corporate Headquarters in Lagos, Nigeria. Their recreational area in Ikoyi includes a green area with an outdoor swimming pool and a two-storey gym where the cardio equipment occupies the ground floor and the strength equipment the first floor.

A full time trainer - who attended Technogym's "Train the Trainers Workshop" - supervises the employees' fitness programme. Margherita Trestini, Elite Wellness Ltd General Manager, says:

"We are particularly proud of this project. Coca Cola is quickly developing a complete Health & Wellness programme for their local and expatriate employees. They are bringing a new Corporate culture into the local environment and the Technogym fitness area plays a big role in promoting it."



ING - BELGIUM ING Belgium WELLBE@ING programme focuses on an active wellbeing policy. Employees have the chance to participate in health & sport initiatives. The programme has been running for over a year now and counts more than 1800 active participants. Initiatives are broad, from running & cycling events, to health workshops or following a Zumba lesson in our Fitness room in one of the main buildings of ING in Brussels.

The programme contributes to the ultimate goal of ING to become a Top Employer. To answer the needs arising from longer careers, families with both partners working and the growing importance people give to a healthy lifestyle, ING provides via the WELLBE@ING programme true added value to their employees. "As people are our most important asset, we have chosen Technogym, better known as the Wellness company, as key partner in our WELLBE@ING programme."



DIESEL - ITALY The "Brave Gym", with its 300 m² fitness centre, indoor Basketball court, Volleyball and Squash courts and five-a-side soccer pitch, is the sport and fitness centre that Renzo Rosso has dedicated to his employees at Diesel's new HQ close to Vicenza (Italy). Founded in 1978 by Renzo Rosso, President of the company, Diesel is a multinational concern in the fashion industry. In order to supply the optimum solution, Technogym carried out an in depth survey to define what equipment was needed and provided interior design consultancy.

"Employees are more motivated thanks to the "Brave Gym" and Technogym, Wellness has become a way of life for the entire company".



ADIDAS AG - GERMANY Second only to Nike as a manufacturer of sporting goods, the Adidas group, whose brands include Adidas, Reebok and TalorMade, is headquartered in Herzogenaurach, where 2,500 people are employed.

Over 10 years ago, Adidas inaugurated the company gym using Technogym Equipment. Currently over 500 employees actively train there. As health and sports is an important issue within the company, the gym is a high priority feature.

All cardio machines were renewed recently by Excite range equipment incorporating new displays. In keeping with the company's expansion and rapid growth, the ground-breaking 3,500 m² gym is now open. Technogym now works closely with Adidas as an advisory partner, bringing its experience, competence and power for innovation.

DAIMLER-BENZ AG MERCEDES

MERCEDES BENZ - GERMANY As one of the most prestigious and innovative automobile manufacturers in the world, it is not surprising that Daimler AG built its new House of Sport in Bad Cannstatt behind the Daimler Stadium.

Wellness is key and although it is not the case for companies, everywhere else gyms and spas are booming. The House of Sport is a huge complex housing a sauna and a spacious gym area. When Daimler opted for the gym Technogym was the ideal partner in terms of innovation. The gym is fitted with state-of-the-art equipment including over 100 Selection and Excite machines.

Every year cardio equipment is renewed with the latest innovations. Fitness training rates at the top of the popularity ranking at Daimler for sports activities and of the 4,400 employees who exercise in Untertürkheim, 1,400 are enrolled in the fitness club.

Success stories.



NOVO NORDISK - DENMARK Novo Nordisk is a world leading pharmaceutical company based in Denmark. 14,453 employees work in its headquarters.

“At Novo Nordisk, we strongly believe that change starts from within. We strive to enable people to live longer, healthier and more productive lives. It is this determination that drives our NovoHealth global employee programme.”

NovoHealth focuses on four key health issues that are offered to all employees. These are adopted locally by affiliates, in order to support and acknowledge local cultural differences:

- Providing healthy food and beverages in the workplace and encouraging a healthy diet.
- Providing access to and encouraging employees to do physical activity.
- Providing a smoke-free work environment and highlighting the benefits of non-smoking.
- Providing access to and encouraging a health check with individual advice every second year.

Technogym has equipped different locations, ranging from 200 to 500 m² with the latest products.



PETROBRAS - BRAZIL Petrobras is a public owned Brazilian oil company that has adopted preventive measures to safeguard employees' health, taking on active social responsibility within the community.

The Centre for Health Promotion – Centro de Promoção da Saúde – organises activities aimed at improving the state of health and quality of life of employees and their families. They are invited to take part in a nutrition programme and to undergo a physical performance assessment followed by the prescription of specific training programmes involving the use of cardio and strength equipment.



GE AVIATION - UK A year ago, the Managing Director of GE Aviation challenged the gym committee at Hamble, to help update the existing fitness facility. The budget was laid out and the task was to find the best company on the market to supply the right equipment, as this gym was going to be a showcase for GE Aviation.

After scouring the market looking at many companies, it was finally decided to select Technogym as the supplier. As a brand which appeared equal to or better than anyone else on the market, Technogym was chosen above all thanks to the sheer professionalism their business development staff who left all other rivals standing.

"With Technogym, it was not like being sold just gym equipment, it was like entering into a partnership with the Technogym sales team. Their passion for wanting the best possible gym at Hamble matched ours and this has been more than proven with what is the finished article. Our gym is now as good as anyone's with state-of-the-art Technogym specifications. We cannot speak highly enough of Technogym staff and their effort. Technogym even sponsored our cycling tops this year. This is over and above what we expected when we first entered into this venture."



DBS - SINGAPORE DBS is one of the leading consumer banks in Singapore, serving 4 million retail customers. In 2011, the company moved to a bigger building in the eastern part of Singapore, catering for 4,000 employees. Beating all other competition, Technogym was selected to provide the best solution for the workforce.

To help them along the way, for the first 6 months Technogym provided gym management services, withdrawing once employees became familiar with the equipment. To date, the participation rate remains exceedingly high and many employees have benefited significantly.

Success stories.



THE MARSHALL LIFECENTER - UNITED STATES

The Marshall LifeCenter, a 24,000 square foot fitness facility, is a hospital department and is located in a building adjacent to the hospital. Not only does the LifeCenter serve as the community's largest fitness facility, its location makes the LifeCenter a popular place for employees to exercise as well. In 1997, the hospital decided to open a state-of-the-art Wellness/fitness facility. At that time, employee benefit costs were escalating to the point that employees were going to be experiencing 40-60% increases in health insurance costs. At this point the Director of the LifeCenter project was asked to start a "Wellness Programme" whereby the hospital could reduce the cost of the health benefit based on Wellness parameters. At that point the GSMC-Marshall Wellness Plan was born. As the Wellness Plan initiative moved forward, Technogym was deemed to be the perfect ongoing partner.

A minimum of \$600,000 in pharmacy claim costs are known to have been saved in at least the first 2 years after the Wellness Plan was activated. The majority of those savings were from reduction in use of statins, anti-hypertensives,

"Our Wellness Plan continues to be one of the key initiatives for our employees. Not only does this plan help offset the cost of health insurance for our employees, but it continues to help reduce the costs of our self-funded insurance plan."

Ray Delk, MS FACHE Former LifeCenter Director and current Vice President of Operations



ABBOTT - ITALY Abbott Laboratories is one of the biggest global leaders in the pharmaceuticals and healthcare industry. With its 2,000 employees, Abbott Italy is one of the largest global branches and has recently been awarded recognition as Top Employers 2012 by the CRF Institute, for its high standard of work and employee satisfaction.

The Wellness project achieves the goal of improving employees' efficiency and performance, as well as being an attraction and constituting a team building experience within the corporate gym. This approach constitutes the best corporate strategy to reduce public spending through prevention, thanks to a free check-up service, diet prescription and gym workout.



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- American Express - UK
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- Banque de France - France
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- Bayer AG - Germany
- BBC - UK
- Binda - Italy
- BMW (GB) - UK
- BMW AG - Germany
- Boston Consulting Group - Sweden
- British Aerospace - UK
- British Telecom - UK
- BUPA - UK
- Cisco Systems
- Citibank - UK
- Clifford Chance
- CMA-CGM - France
- Coca Cola - Belgium
- Coca Cola - UK and Sweden
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- DaimlerChrysler - Germany
- Dassault - FR
- Dassault Systèmes - France
- Deutsche Bank - UK
- Deezer - France
- Deutsche Bank AG - Germany
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- McLaren - UK
- MasterCard - PBS - Denmark
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- Ministry of Defence - UK
- Morgan Stanley Dean Witter - UK
- Motorola Flensburg - Germany
- Nestlé - Sweden
- Nestlé France - France
- News Corp - USA
- Nokia - Denmark
- Orange - UK
- Panasonic - UK
- Petrobras - Brazil
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- Philips - Italy
- Piaggio - Austria
- PriceWaterhouseCoopers - Belgium
- Procter & Gamble - UK
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- Unipac - UK
- Uniq - Austria
- Vauxhall Motors
- Vodafone - Italy
- Volvo - Sweden
- Warsaw Financial Center - Poland
- Würth - Switzerland
- 3i Plc - UK

Come and live the experience.





TECHNOGYM
VILLAGE

Come and live the experience.

*An open invitation:
Here at the
Technogym Village
we live and breathe
Corporate Wellness
every day.*

The Technogym Village is the first Wellness Campus in the world for the promotion of the Wellness Lifestyle. This is where Wellness comes into life, day by day, inspiring the creation of new projects, products and solutions. Come and visit us and discover our Working for Wellness Corporate Programme.

Nerio Alessandri

Nerio Alessandri

Chairman and Founder of Technogym®
The Wellness Company



TECHNOGYM
VILLAGE



Discover why health is wealth.

Technogym consultants are at your complete disposal to study the best-suited Wellness solution to meet the needs of your company.

technogym.com

Technogym Stores in the world:

CESENA	c/o Technogym Village, via Calcinaro, 2861
MILAN	Via Durini, 1
LONDON	c/o Harrods, 87-135, Brompton Road
MADRID	Calle Hermosilla, 8
NEW YORK	70, Greene Street
MOSCOW	Crocus City Mall Red Square 3 Red Square 3, GUM, 3rd floor/3rd line
ST. PETERSBURG	Bolshoy prospekt P.S. 49/18

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The Wellness Company

[technogym.com](https://www.technogym.com)