

## Founder and CEO of Technogym Speaks about the importance of Wellness at 2017 World Economic Forum

**January 16, 2017** - Nerio Alessandri, Founder and CEO of Technogym, a world leading wellness and fitness company, will once again take part as a speaker at the World Economic Forum, to be held in Davos, Switzerland, from January 17-20, 2017.

The World Economic Forum brings together the world's foremost CEOs, heads of state, policy-makers, experts, international organizations, innovators and representatives of civil society with the aim of driving positive change. This year these leaders will focus on "**Responsive and Responsible Leadership**", a theme which calls on global decision makers to renew the systems that have supported international cooperation in the past by adapting them to today's complex, multipolar world in ways that foster genuinely inclusive and equitable growth. In this context, ensuring people's health and wellness will be among the leaders' top priorities both on the public and the private sector.

Nerio Alessandri will be one of the key leaders involved in the **Health and Healthcare initiative**, a framework aimed at shaping the future of health and healthcare by promoting healthy behaviours and sustainability in healthcare. In particular, Alessandri will present **Wellness** as a central driving force in promoting social and economic sustainability. In a world in which non-communicable diseases and unhealthy lifestyles are on the rise, wellness is vital in stopping this negative trend and in enhancing people's quality of life. Today, wellness must be seen as a social opportunity for everyone - an opportunity for governments to reduce health service costs by implementing public policies that promote health in every aspect of civil society (e.g. human planning initiatives, actions in the field of education, sports, tax incentives, etc); an opportunity for companies to develop corporate wellness programs, leading to benefits both for employees in terms of quality of life and for the companies in terms of creativity and increased productivity; finally, an opportunity for all citizens to improve their health and daily lifestyle thanks to a regular physical activity.

During his session, Nerio Alessandri will discuss the benefits of **exercise and prevention**, encouraging actions to stimulate and support people in achieving and maintaining a healthy lifestyle.

2017 will mark that first year that the World Economic Forum hosts a session dedicated to **Sport**, entitled "**The Transformative Power of Sport**". Nerio Alessandri, together other representatives of the sports world among which the Ministry of Sports of Japan, the country that will host the Tokyo 2020 Olympic Games, will discuss how sport can be pivotal in paving the way towards more cohesive and inclusive societies as well as in providing new opportunities for disadvantaged communities.

As an official supplier for the last six editions of the Olympic Games (Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016), Technogym supplies equipment and training programs to Olympic athletes and, at the same time, promotes projects that concretely contribute to the legacy that the Olympic movement wants to leave after the Games. In particular, in Rio, Nerio



Alessandri has launched the 'Let's Move for Rio' social campaign, with which he has donated part of the equipment Technogym provided to the Olympics to 22 public gyms in Rio's most disadvantaged communities, with the purpose of increasing awareness on the importance of sport and movement.

## BACKGROUND INFORMATION ON TECHNOGYM AND ON THE WELLNESS OPPORTUNITY

### Scenario

For some years now the World Health Organization has been warning: NCDs or non-communicable diseases, which include cardiovascular diseases, diabetes, cancer and chronic respiratory diseases, are the prime cause of mortality in the world (over 63% of deaths each year corresponding to 36 million deaths out of a total of 57 million). Along with unhealthy lifestyles (physical inactivity, poor diet and smoking) they generate around 14 million premature deaths each year. Moreover, in 2006, for the first time in the history of mankind, the number of overweight people exceeded the number of people suffering from malnutrition at global level. Every year, in Europe alone, cardiovascular diseases kill around 2 million people and the total costs of treating such pathologies are estimated to span in the range of 200 billion Euro: an amount comparable to the entire GDP of a medium size country like Ireland or Portugal.

### Technogym and the wellness opportunity

In the early nineties, when an all-muscle vision of fitness à la Jane Fonda and Sylvester Stallone was taking America by storm, in Italy, Technogym launched a totally new vision. They called it "Wellness", a profoundly Italian way of living, dating back to the "mens sana in corpore sano" (a healthy mind in a healthy body) principle of Ancient Rome based on regular physical exercise, a healthy diet and a positive mental approach.

Today, Nerio Alessandri, Founder and CEO of Technogym, the world-leading company in the wellness sector, is globally recognised as the inventor of a new social and economic model based on Wellness. He has transformed a business based on hedonism into a social business, creating a revolution that has moved the focus of fitness from looking good to feeling good, and from a small élite of body beautiful fanatics to the entire human population.

In the 34 years of Technogym's history, Alessandri has developed his company from a global successful business into a company that has taken the responsibility to promote wellness as a social challenge and opportunity and to enhance the quality of people's life. Today, Technogym is world leader in the Fitness and Wellness solutions sector and has equipped 65,000 wellness centers and over 200,000 homes around the world. It is estimated that approximately 35 million people use Technogym products every day. The company employs about 2,000 people in 14 branches across Europe, the United States, Asia, the Middle East, Australia and South America and exports 90% of what is manufactured to over 100 countries.

In September 2012, in the presence of Italian Chairman Giorgio Napolitano and Bill Clinton, the company celebrated the opening of the **Technogym Village**, the first example of a **Wellness Campus** world-wide: a cultural centre, an innovation laboratory and a production site where company members, customers, suppliers and guests from all over the world can enjoy a Wellness-inspired experience.

The Technogym Village inspired the development of the **Technogym Ecosystem**, a real ecosystem including equipment for physical exercise, a cloud-based platform and content, programs and apps for everyone to enjoy a personalised wellness experience anywhere, anytime: "Wellness on the go". Thanks to the Technogym Ecosystem, users can access their personalised program from Technogym equipment at their clubs, at home or at their corporate gym, and always have their personal data available via an app.

The Technogym Village is also an integral part of the "**Romagna-Wellness Valley**" initiative, promoted by the Wellness Foundation created in 2003 by Nerio Alessandri, whose goal is to create Europe's first wellness district in Romagna, Romagna, the region in which Technogym is located and a living laboratory which will enhance the quality of people's lives and leverage wellness as an opportunity for economic development for the territory.



The Wellness Company

In 2010 Nerio Alessandri contributed to the launch, during the World Economic Forum in Davos, of the **Workplace Wellness Alliance**, a task force including 150 global companies to promote health and prevention in the workplace as a social and economic opportunity. The workplace is, in fact, where people spend most of their time. If health and well-being are promoted there, company productivity will rise, social sustainability will improve because of a healthier population, and there will be greater benefits for the individual.

### About Technogym

*Founded in 1983, Technogym is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. Technogym provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, Technogym is present in over 100 countries. More than 65,000 Wellness centers and 200,000 private homes in the world are equipped with Technogym. Technogym was the official supplier for the last six editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.*