



The Wellness Company

# Technogym connects more than 150.000 people to move for a better world

*TECHNOGYM's social campaign "Let's Move for a Better World" to donate physical exercise for a good cause is proving an unprecedented consumer success: over 1000 wellness and fitness centres are involved in 29 countries.*

Just one week since launch there are already over 150,000 people globally taking part in TECHNOGYM's **Let's Move for a Better World** social campaign.

The campaign leverages TECHNOGYM technology and connected equipment to motivate people to move more and more regularly. From **12 to 31 March**, the members of fitness and wellness clubs taking part in the campaign are joining their forces to donate their exercise and promote the Wellness lifestyle in their local towns or communities, challenging each other on the cumulated MOVES (Technogym's unity of measure for movement) in their facilities.

By using connected TECHNOGYM equipment, participants can measure their training efforts and donate their MOVES on **MyWellness Cloud**, TECHNOGYM's cloud-based digital platform. Upon reaching predefined movement goals, each Club can win a Technogym product to donate to any non-profit association of its choice which operates in fighting obesity and sedentary lifestyles.

Such a significant level of engagement has been possible by leveraging Technogym's industry-unique digital Ecosystem that has reinvented the way people access their wellness and health, and allows fitness industry operators to provide a new digital offering to their members.

Thanks to the Technogym Ecosystem - the easiest and most comprehensive platform connecting fitness equipment, the first cloud based platform in the industry, apps and wearable devices - **people** can seamlessly manage their personal lifestyle anywhere and anytime introducing a completely new and personalized approach to wellness, fitness and sport.

Technogym Ecosystem allows **operators** to develop new business models by delivering personalized and engaging wellness experiences to their members inside their clubs, but also wherever and whenever their clients choose to train. Moreover, when it comes to health management and welfare programs this new technology can open totally innovative scenarios for a different cooperation between the fitness industry and corporations, insurances and the health sector.



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## **Technogym**

Founded in 1983, Technogym is the world's 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 80,000 Wellness centers in the world are equipped with Technogym and 40 million users train every day on Technogym. Technogym was the official supplier for the last seven editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016 and PyeongChang 2018.