

Active&Fit
DIRECT™

a
revolutionary
fitness
program

America's Fastest-Growing
Fitness Program of its Kind



STANDARD FITNESS MEMBERSHIP
\$28/mo.
12,200+ FITNESS CENTERS
10,800+ WORKOUT VIDEOS
Active&Fit
DIRECT™

TM



Empowering Individuals to Own Their Fitness!

The Active&Fit Direct™ member self-pay fitness program is disrupting the fitness industry by empowering people to work out the way they want, for just \$28 per month (plus an enrollment fee and applicable taxes).¹

Members can:

- Enroll online and select from a comprehensive profile of each of our **12,200+ standard gyms and 6,100+ premium exercise studios** (for a buy-up cost), with **no long-term contracts**
- Stay active at home or on-the-go with **10,800+ on-demand workout videos**
- **Enroll a spouse** directly from their account²
- Receive **one-on-one well-being coaching** in areas such as fitness, nutrition, stress, and sleep through the Healthy Living program
- Connect with **250+ fitness trackers** and apps to track activity
- Join a variety of workout classes available anytime on YouTube and Facebook; available to the community

Members can also get started with 200 on-demand workouts at no cost before they enroll.



Standard gyms include these brands and more:



Premium exercise studios include these brands and more:



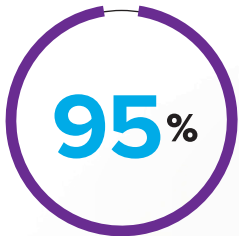
A Unique Value Proposition!

- NO administrative fees
- NO eligibility lists
- NO payroll deduction
- NO complicated requirements

We provide full administration, make it easy to implement, and collect all payments from enrollees. We also offer award-winning marketing support.

All at no cost to you!

Member
Satisfaction*



Net Promoter
Score*



*Results from 2022 AFD Member Surveys



Learn More

GetFit@ActiveandFitDirect.com

www.ActiveandFitDirect.com

855.328.2746

A PRODUCT OF



¹ Plus an enrollment fee and applicable taxes for standard fitness centers. Costs for premium exercise studios exceed \$28/mo. and an enrollment fee will apply for each premium location selected, plus applicable taxes. Fees vary based on premium fitness studios selected.

² Add a spouse/domestic partner to a primary membership for additional monthly fees. Spouses/domestic partners must be 18 years or older. Fees may vary based on fitness center selection.

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