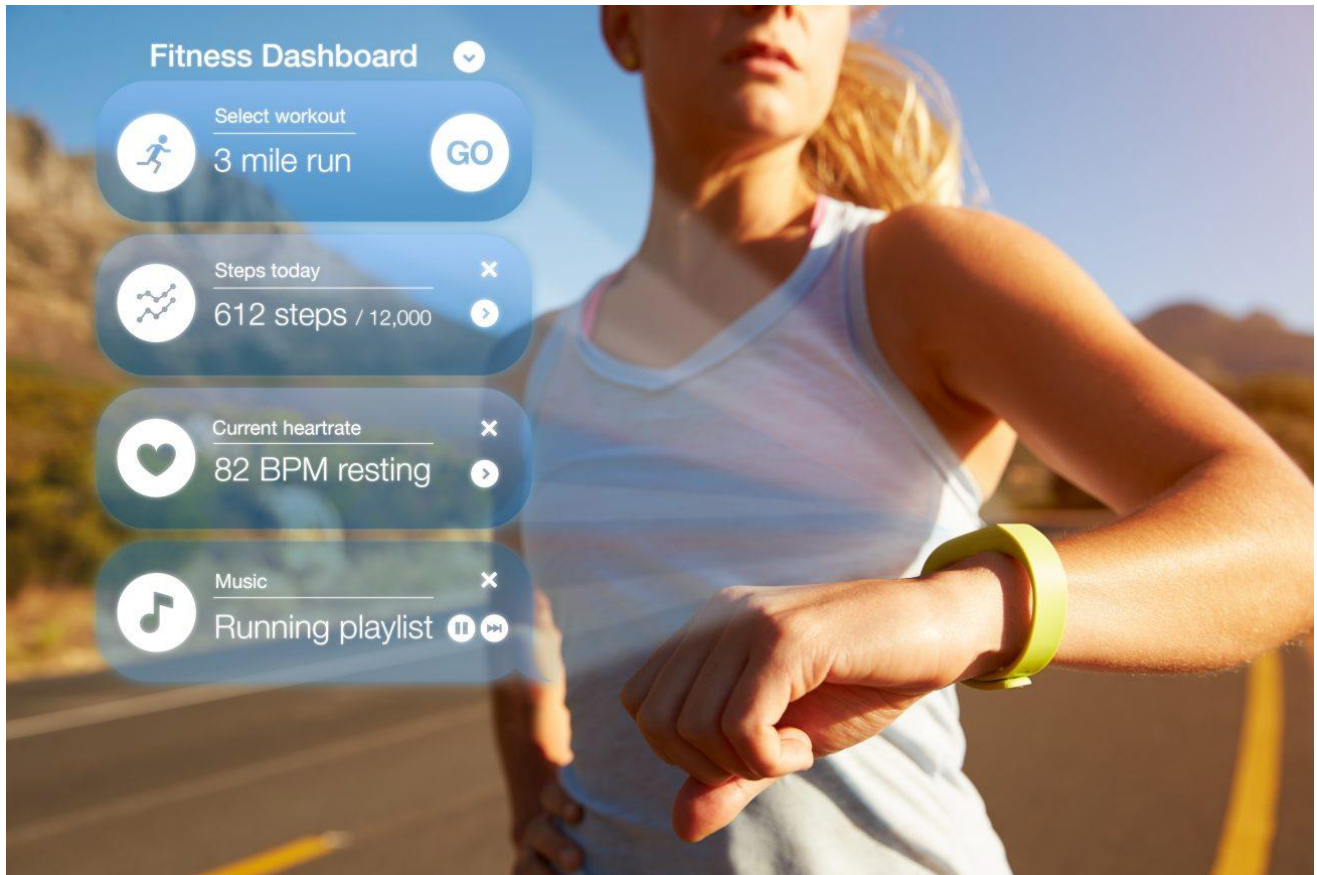




## MOTIVATING MOVEMENT



### Features List

Overview

Fitness tracker integration

Client data dashboards

Bespoke client networks

Member frontend

Incentives & rewards platform



# MOTIVATING MOVEMENT

## 1. Overview

The AP platform is an out of the box solution that delivers a member online digital incentives & rewards platform. Communicating and supporting your members to lead healthy active lifestyles has never been easier. We provide activity tracking, member data analytics, private community social network, digital currency, and rewards system to help you to support your members both in and out of the gym.

Create virtual memberships, hybrid memberships, online classes and enhance your social media presence with AP.

- **How it works**

Each member is assigned a reward locker when they register for AP. The locker is filled with money off codes & vouchers for days out, eating out, adrenaline experiences, short breaks, fitness trackers & special offers. Collect Activcoins on all offers to spend on high street shopping/ gift cards.

We unlock the rewards locker when a fitness tracker is connected. The points challenge is to collect all 12 available points each week to keep it unlocked. Members collect 3 points when they hit their daily goal. The more points a member collects the more rewards are put in their locker.

## 2 Fitness Tracker integration

### Supported devices

Fitbit Versa, Fitbit Charge 3, Fitbit Charge 4, Fitbit Inspire HR, Fitbit Inspire, Fitbit Ionic, Garmin vivoactive range, Garmin vivomove HR, Garmin vivosmart 4, Garmin vivosport, Garmin vivofit 4, Garmin Venu, Garmin Fenix 5 & 6 plus solar range, Myzone HR.

**Pipeline devices** – Strava, Polar, Apple, Samsung, Withings (Live connections available Dec 2020)

*We have commercial agreements in place with our Tracker partners and supply trackers and smart watches at up to 25% discount. We can deliver direct to the Clients address or in bulk to the gym. Clients can buy devices directly online from [Activepoints.co.uk](https://activepoints.co.uk).*

### Datapoints

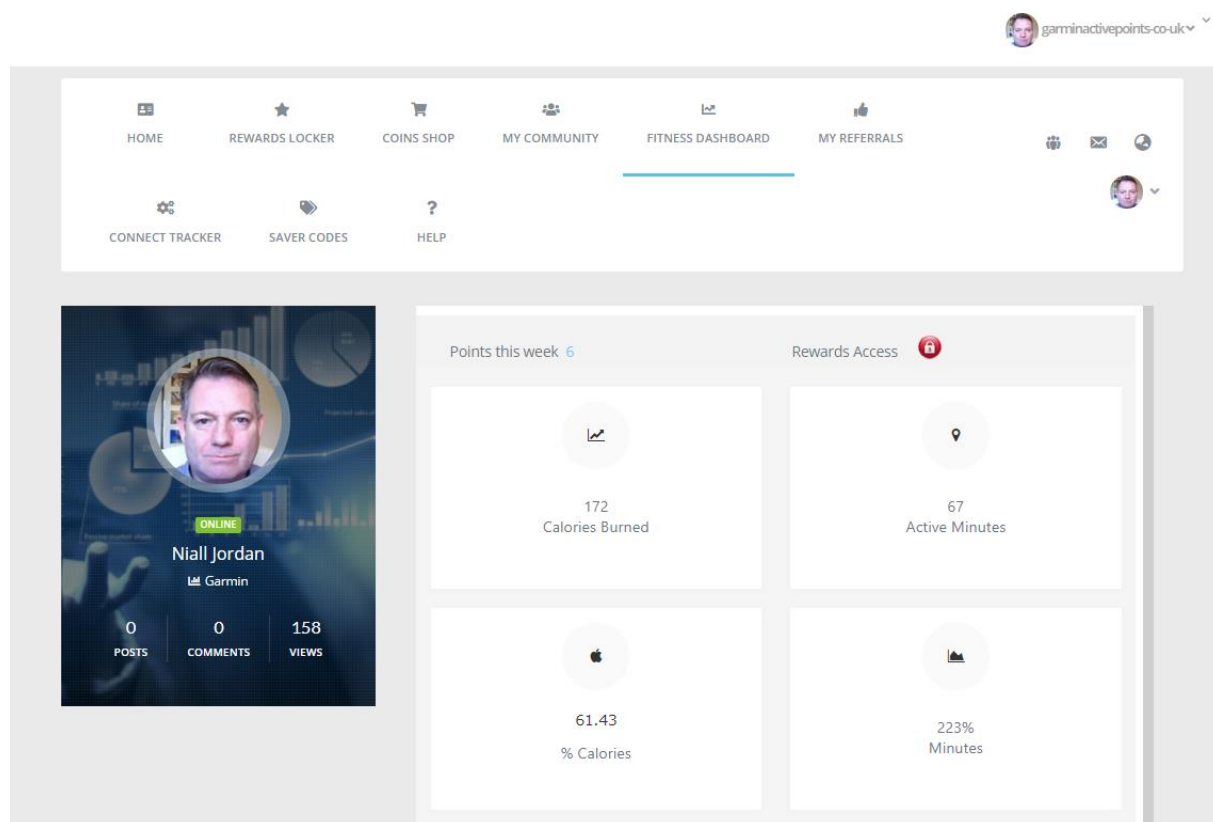
Client daily steps, calories burned, distance, active minutes, spO2, heart rate and sleep data.



MOTIVATING MOVEMENT

### 3 Client Data Dashboards

#### Realtime User Dashboard



The activity dashboard is updated in real time. Members give their consent to share their data with AP during the tracker connection process.

The Fitbit login page features the Fitbit logo at the top. Below the logo is a 'Log In' section with two buttons: 'Continue with Facebook' and 'Continue with Google'. Below these buttons are input fields for 'EMAIL' (Your email address) and 'PASSWORD' (Enter your password). There is a checkbox for 'Keep me logged in' and a link for 'Forgot password?'. A 'Login' button is located below the input fields. At the bottom, there is a link for 'Want to try out Fitbit? Sign up'.

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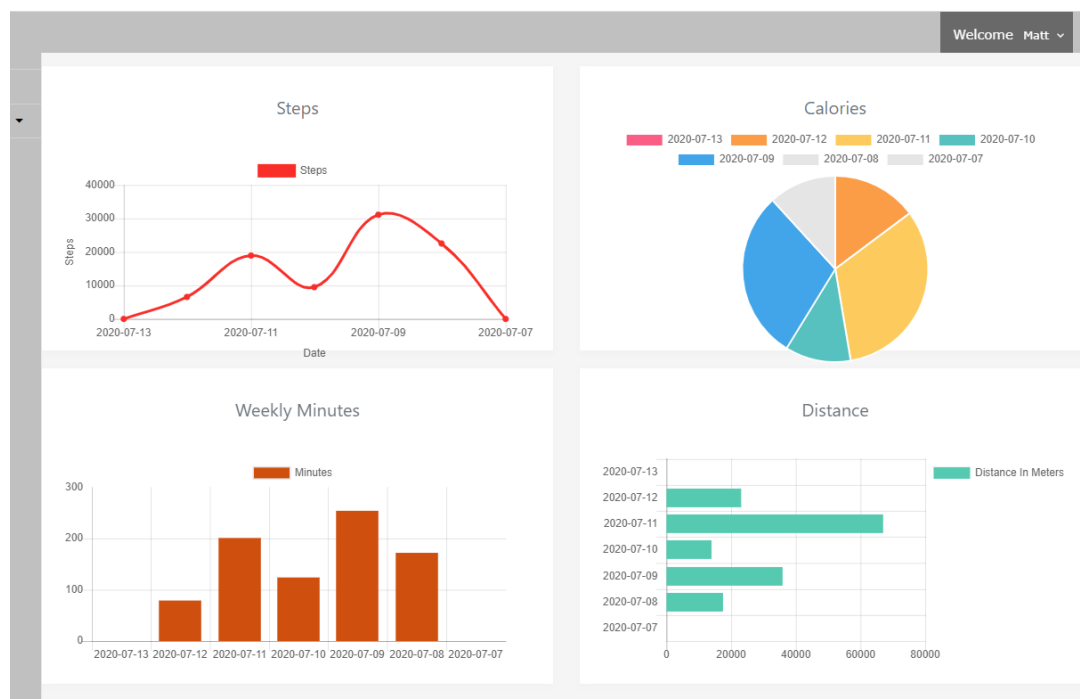
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## MOTIVATING MOVEMENT

### Weekly User Dashboards

Individual client dashboard, class activity dashboard, Segregated clients group dashboard, whole programme activity dashboards and leader boards.



Individual user dashboard, Group activity dashboard, Selected group dashboard  
Whole clinic activity dashboard.

### Data reporting

Add Student Back to all class Back to add class						
Student Name	Gender	Class Name	Yield Number	Gavin Email	Today steps total	Action
Adamas Musatov	Male	3A	EDE34FF1A8	s2138@activepoints.co.uk		View Activities
Adekunle Odeneye	Male	3A	EDE34EF1B0	s2139@activepoints.co.uk		View Activities
Angel Akindele	Female	3A	EDE346C72	s2120@activepoints.co.uk		View Activities
Attalia Hyles	Female	3A	EDE34EF0BA	s2131@activepoints.co.uk		View Activities
Christina Lighbown	Female	3A	EDE34F732F	s2136@activepoints.co.uk		View Activities
Christopher Perfect	Male	3A	EDE3501FB8	s2140@activepoints.co.uk		View Activities
Emmelyn Barber	Male	3A	EDE3501CB1	s2121@activepoints.co.uk		View Activities
Ethan Graham	Male	3A	EDE34F0663	s2129@activepoints.co.uk		View Activities
Georgiana Marin	Female	3A	EDE3501687	s2137@activepoints.co.uk		View Activities
Gracie-Mae Knapp	Female	3A	EDE34EF8B8	s2135@activepoints.co.uk		View Activities
Hamidah Agbabiaka	Male	3A	EDE34EFF2	s2119@activepoints.co.uk		View Activities
Ibrahim Imam	Male	3A	EDE350139C	s2132@activepoints.co.uk		View Activities
Ivy Liu	Female	3A	EDE34F6D75	s2143@activepoints.co.uk		View Activities

Client activity can be viewed by individual or Group

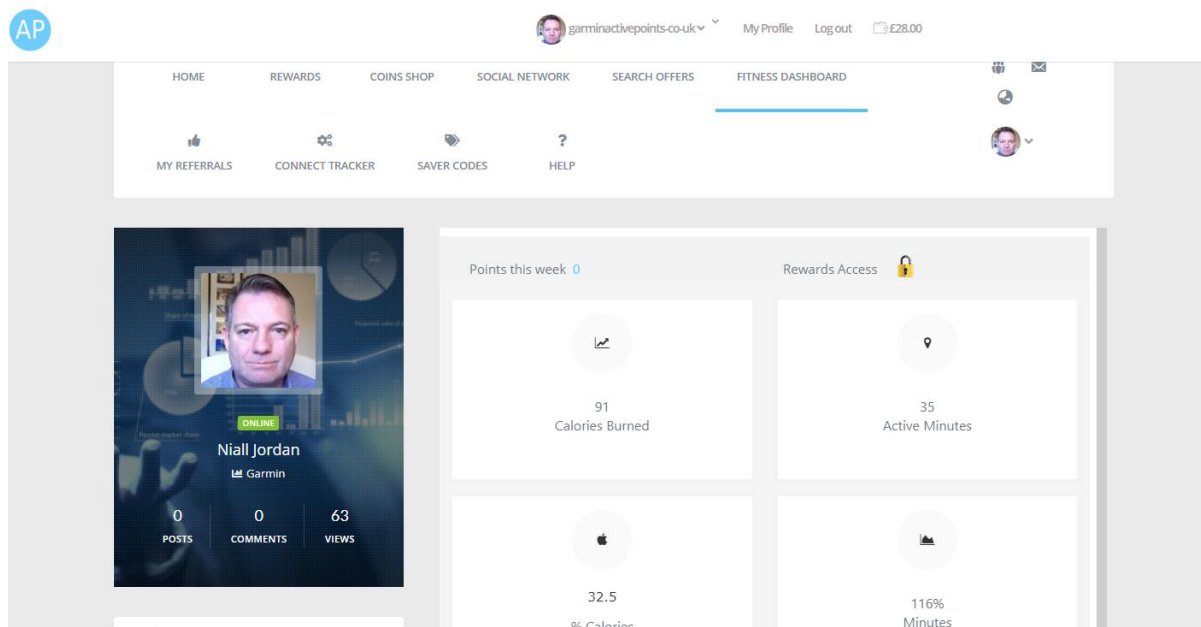
Activity data is securely stored in the backend with Administrator only access permitted.



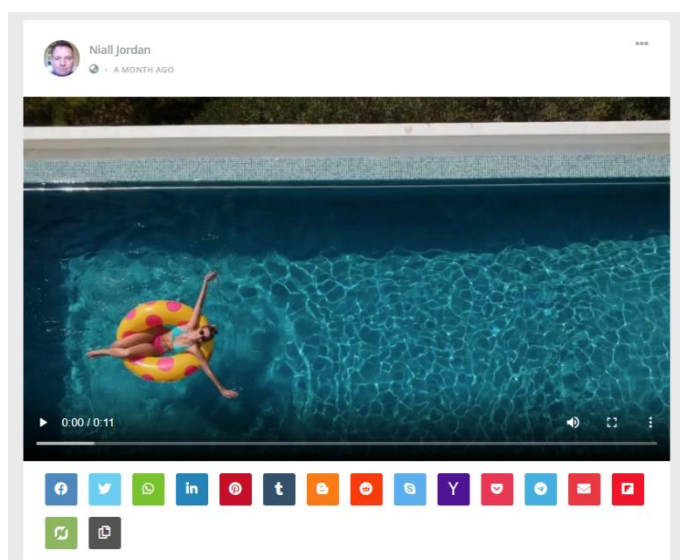
## MOTIVATING MOVEMENT

### 4 Bespoke client networks

Create your own member community with group walls, client avatars, status posts, comments, emojis, photos, friends, video, audio, likes, group chats and private client messaging



Gym owners can build a private, secure ad free community network and create user groups for specific classes or memberships. Post workout videos, member notices and benefit from single point social media sharing.

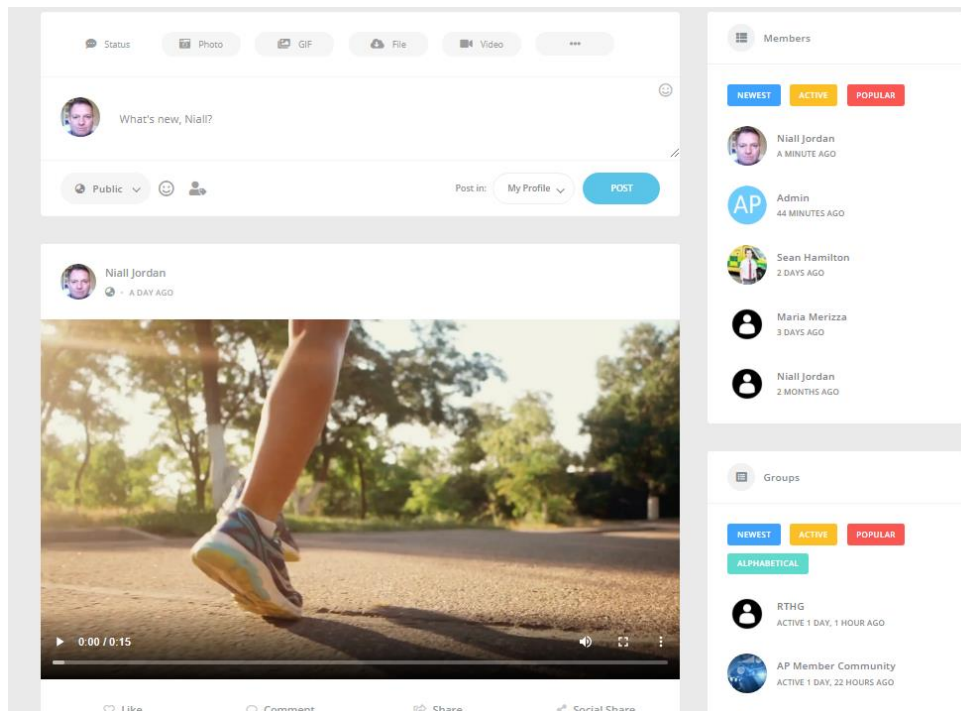


Post a video or image on your Community network and instantly share it on all your social media channels at the click of a button. This facility is also available for members.



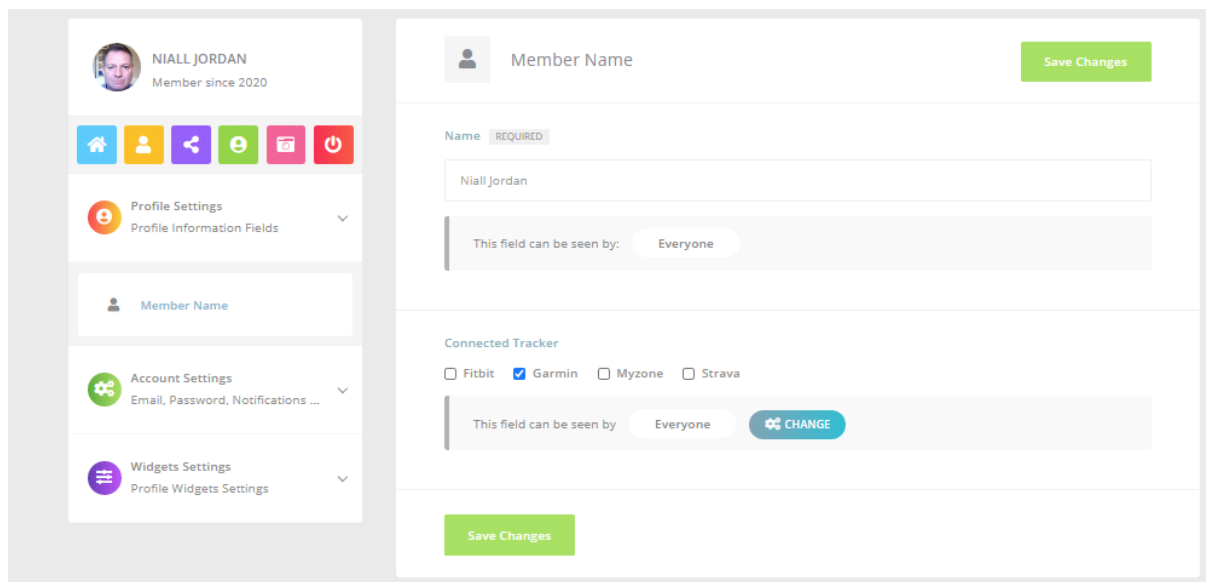
## MOTIVATING MOVEMENT

### 5 Member frontend



Gyms can communicate with members using the private messaging functionality, post individual class videos or other relevant content to individual or groups of members. Members can also communicate to other members in a safe and secure ad free environment controlled by the gym administrator.

Members can edit their profile, change their profile picture, and control privacy and notification settings in their dashboard.







## MOTIVATING MOVEMENT

### 6 Incentives & Rewards

AP points-based rewards programme. 12000 + live partner offers, saver codes, shopping/ gift cards, digital currency, e-wallet, and online store. Internal offers, local offers/ vouchers, and coupon/ discount code management. More info here [www.activepoints.co.uk](http://www.activepoints.co.uk)

Clients are challenged to collect Points by hitting their activity goal a minimum of 4 times in a week. 3 points are collected each day that a goal is hit and there are 12 points to collect each week to unlock the rewards.

  Save extra <b>15% OFF</b> Collect 10 coins per £1  Use Code: <b>RACTIVE15POINTS</b>  <b>GO TO PARTNER</b>	  Save extra <b>10% OFF</b> Collect 10 coins per £1  Use Code: <b>AP100FF</b>  <b>GO TO PARTNER</b>	  Save extra <b>15% OFF</b> Collect 10 coins per £1  Use Code: <b>ACTIVE15POINTS</b>  <b>GO TO PARTNER</b>
  Save 25% OFF all Garmin trackers, smart watches and other devices.  No code needed discount already applied.  <b>GARMIN STORE</b>	  Save 50% OFF monthly subscription to wellness on demand.  Use code <b>ACTIVE50</b> at checkout.  <b>FLOW STUDIO</b>	  Save 20% OFF all Fitbit trackers, Smart watches and accessories.  Use code <b>ACTIV20</b> at checkout.  <b>FITBIT STORE</b>

Member benefits include:

- 20%-25% off Fitness trackers and smart watches from Fitbit, Garmin and Polar
- £50 off Myzone belts
- Extra 15% off Days out, Eating out, Experiences and Short Breaks.
- Collect 10 coins per £1 Member spends on all offers.
- Online coins store to buy E cards for Amazon, Tesco, M&S, Costa and many more.
- Voucher codes for special offers.

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## MOTIVATING MOVEMENT

**Food and Drink**

**£50 to £60**

Search

<b>Champagne Afternoon Tea for Two in The Domes at London Secre...</b>  <b>Collect 510 coins</b> <b>£60</b> ... <a href="#">Read More</a> Save £9.00 with AP savercode. You pay <b>£51.00</b> <b>Get this offer</b>	<b>Luxury Afternoon Tea for Two Gift Voucher UK-Wide</b>  <b>Collect 502 coins</b> <b>£59</b> The British tradition of a decadent afternoon tea will always make the perfect g ... <a href="#">Read More</a> Save £8.85 with AP savercode. You pay <b>£50.15</b> <b>Get this offer</b>	<b>Afternoon Tea with Bubbles - Smartbox by Buyagift</b>  <b>Collect 425 coins</b> <b>£49.99</b> You and your loved one can enjoy this tasty treat at the location that suits you ... <a href="#">Read More</a> Save £7.50 with AP savercode. You pay <b>£42.50</b> <b>Get this offer</b>	<b>Dining for Two - Smartbox by Buyagift</b>  <b>Collect 510 coins</b> <b>£59.99</b> Treat the foodie in your life to a gourmet dining experience that's sure to ... <a href="#">Read More</a> Save £9.00 with AP savercode. You pay <b>£51.00</b> <b>Get this offer</b>
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Members can search days out and experiences using the quick search function. Results display offers by selected keyword, price or location and display savings and coins collected per offer. There are over 12,000 offers updated in real time from our experience day partners.


### Online store

Members can spend their collected coins in the online store on gift cards, e-cards, vouchers, trackers/ smart watches and much more.

# GIFT CARDS

## Spend your activcons

  
Extensive collection

**Shopping eCards**  
  
eCards

We have an extensive range of eCards and gift cards available for top Global and UK favourite stores. Simply choose the card that you want and pay for it using your coins. Your coins balance is automatically applied at the checkout so all you have to do is click and buy.

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MOTIVATING MOVEMENT

### **Programme Costs**

We operate a simple single annual licence fee of €100 per venue per month minimum contract period 12 months. Members can subscribe for the programme online and choose from 3 programmes.

**Gyms receive £20 for each member that signs up to the 52-week plan and £10 per 6-month plan.**

Plan A-Duration 12 weeks **€24**

Plan B-Duration 24 weeks **€38**

Plan C-Duration 52 weeks **€79.99**

### **Lead Times & Specific Terms**

Gyms agree to display the provided promotional materials in agreed locations in the gym and online on all gym social media pages and websites. Promotion materials include leaflets, posters, mirror vinyl's, locker ads, pop up banners and social media content, videos etc.

We require 2 weeks to connect, validate and test before publishing a programme to our platform.

A Data sharing agreement will be required before publishing to our platform. For the purposes of GDPR, Activpoints UK Ltd is both the 'data controller' and the 'data processor' of the personal data of users (i.e. the organisation that is responsible for, and controls the processing of, that personal data).