
May 2020

Back in Action

Reopening post COVID-19

Panelists



Mike Huling

Owner and Founder,
Reformation Fitness,
Washington D.C.



Ruben Belliard

Owner and Founder,
The Training Lab,
NYC



D.J. Martin

Co-owner, Tangerine,
NYC



Cassie Piasecki

CEO, GritCycle,
LA and SF



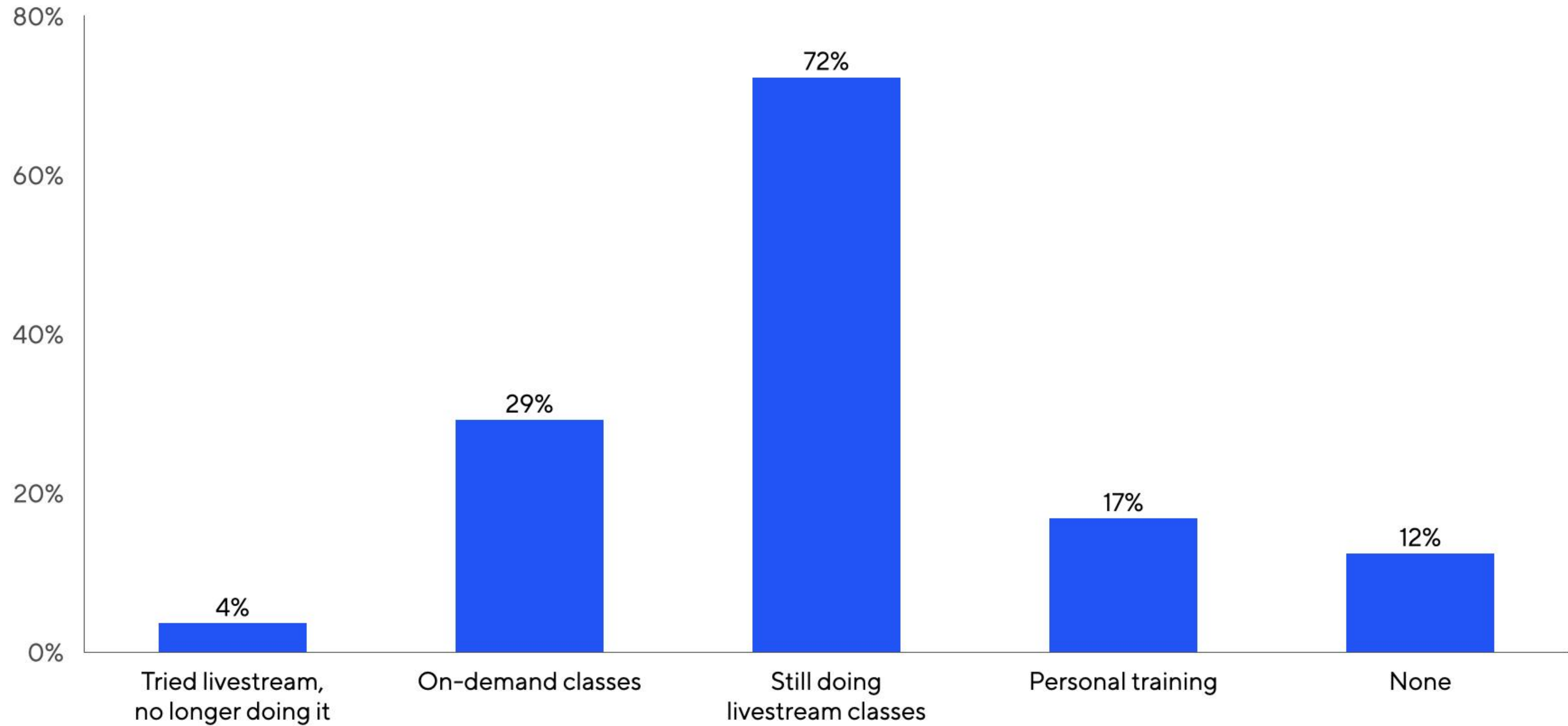
Ari Karl

Owner and co-founder,
KAMPS, Miami, FL and
Madison, WI



Current State of Operations

72% of ClassPass partners are offering livestream classes



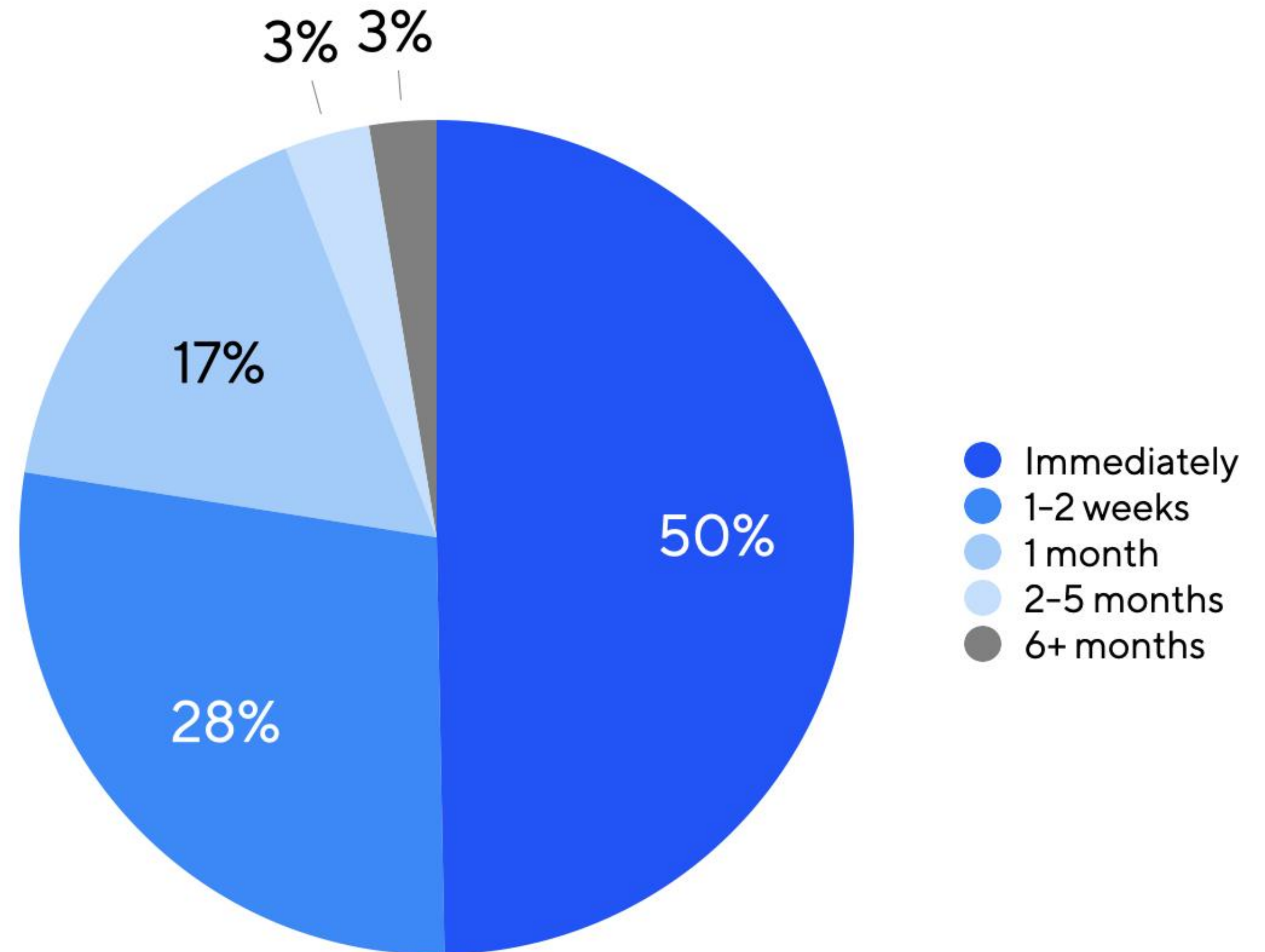
**How are you currently running
your operations?**



Reopening Your Studio

50% of ClassPass partners surveyed said they will reopen their studio as soon as local government authorities allow

28% say they will open within 1-2 weeks after they are legally able

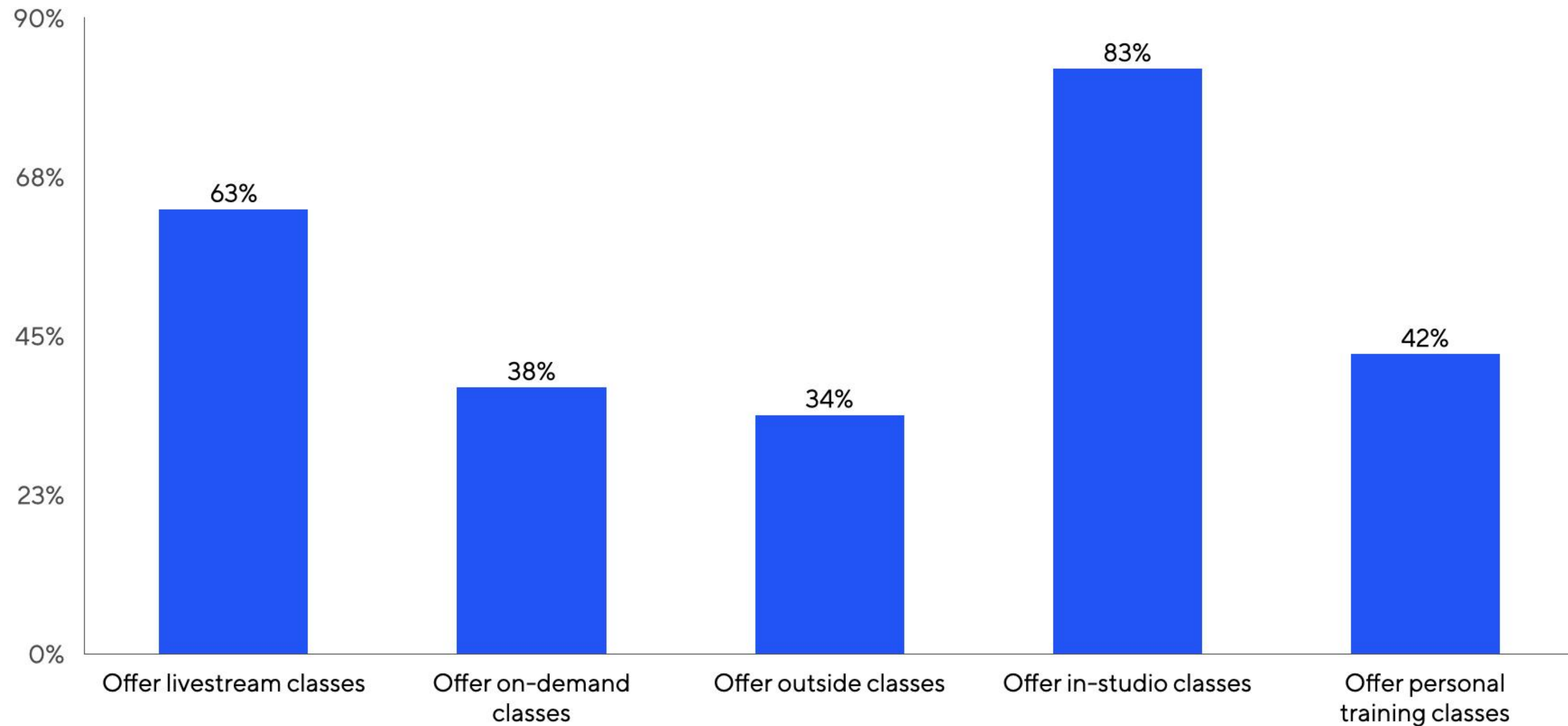


**When you reopen your studio,
how are you thinking about
reopening, and why?**



Classes Available After Reopening

When they reopen, 83% of ClassPass partners plan to offer in-studio classes, and 63% plan to offer online classes

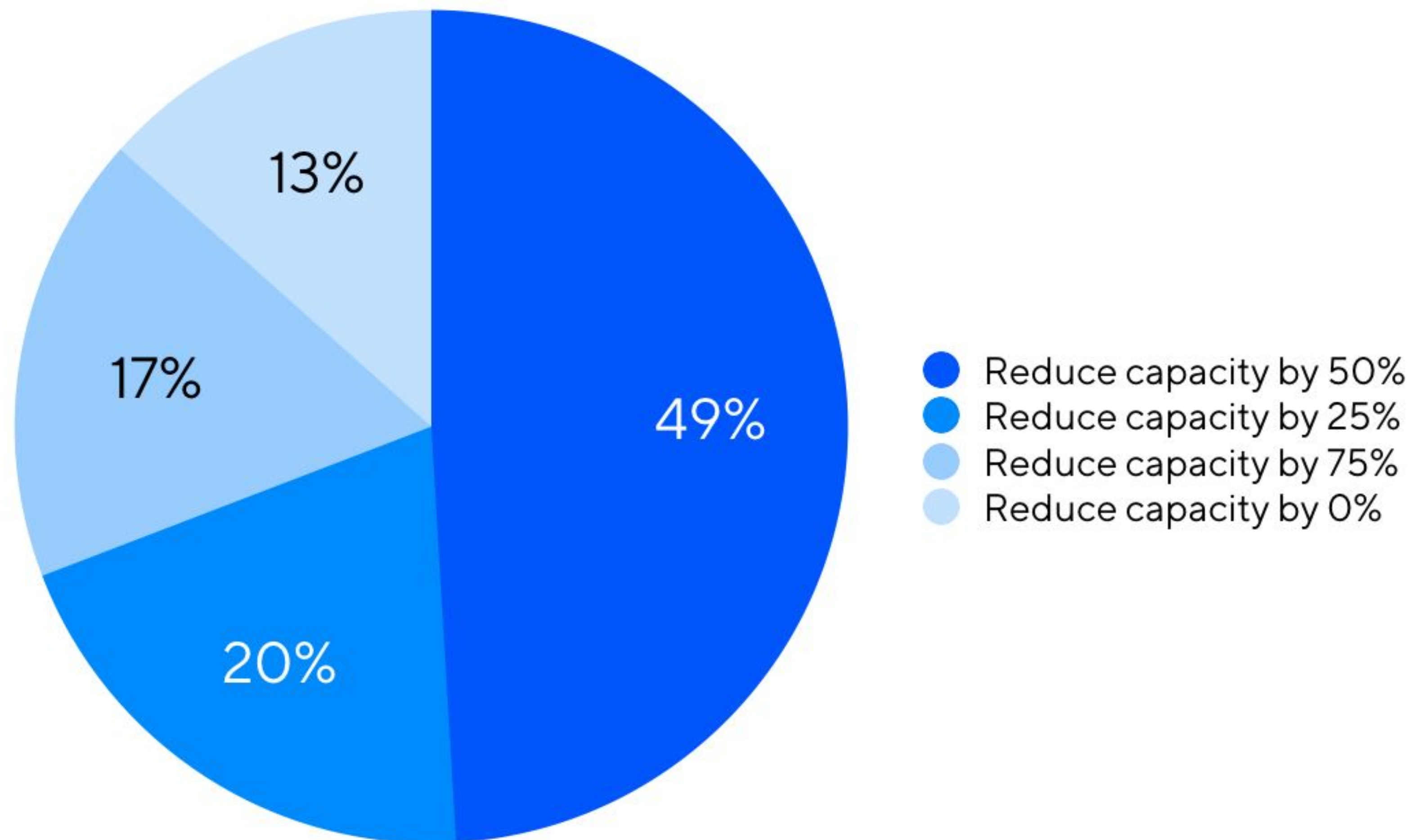


**What do you plan to offer when
you reopen?**



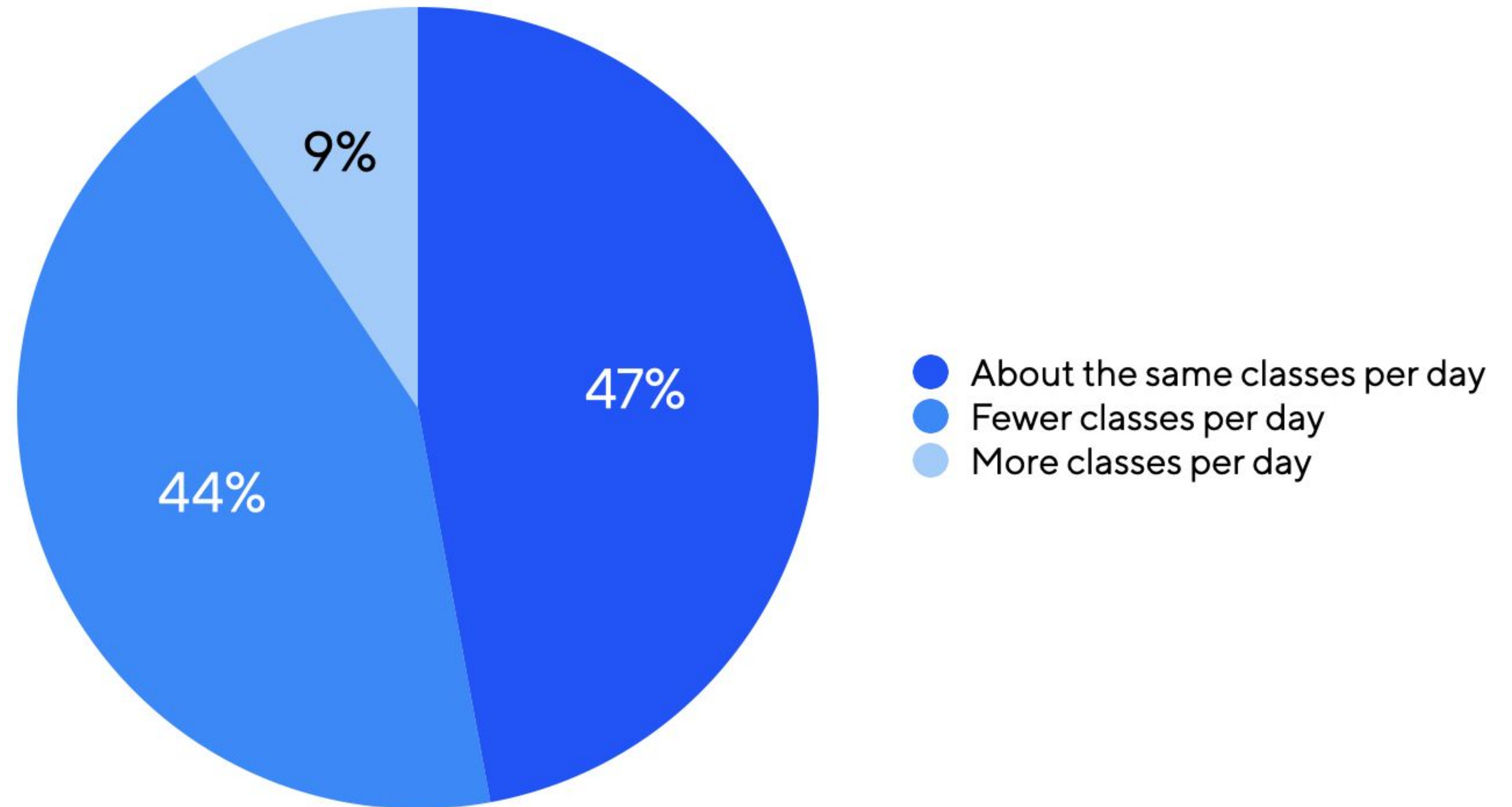
Class Capacity and Schedules

49% of ClassPass partners will limit capacity by 50%



How are you thinking about class capacity for your studio(s)?

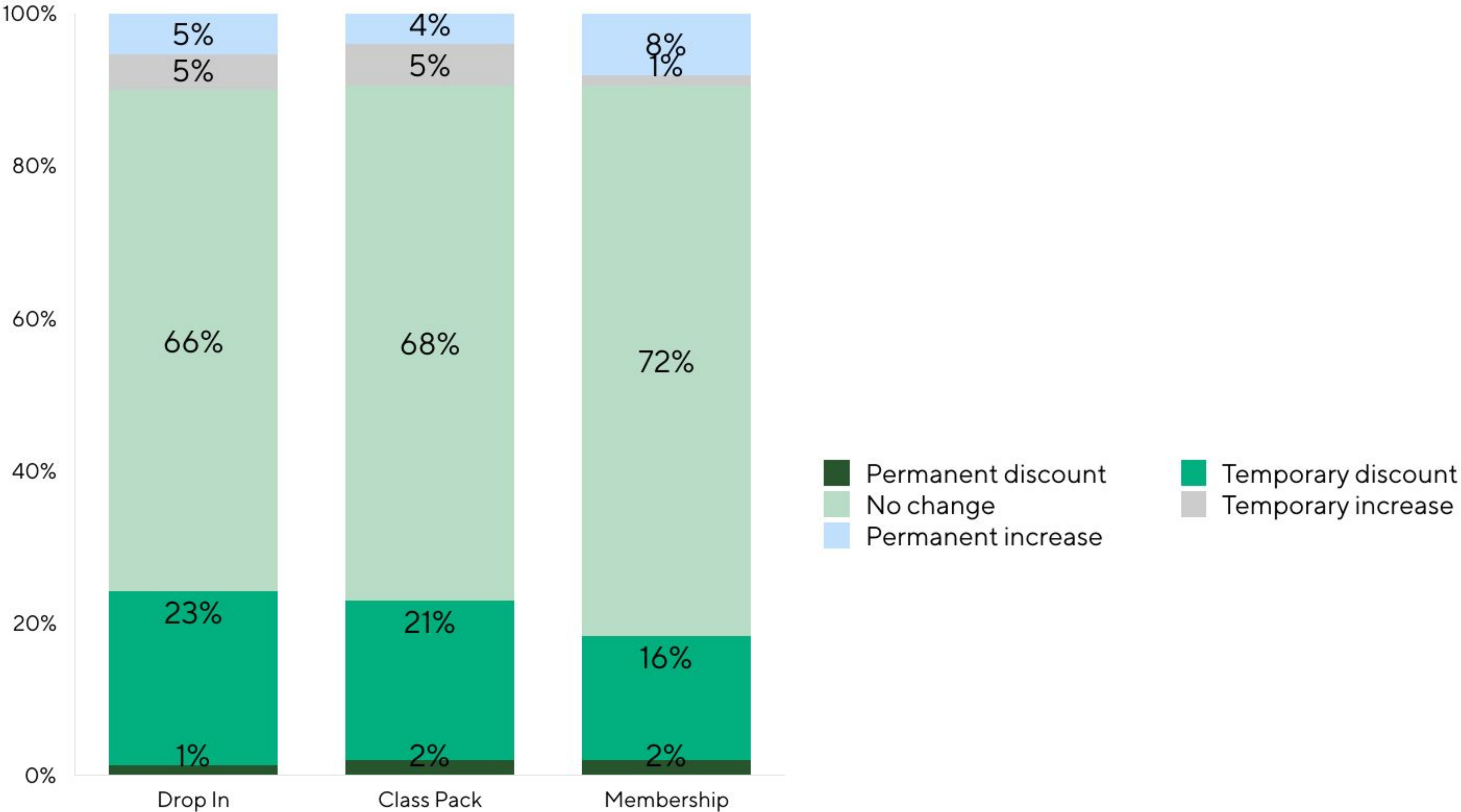
44% of partners plan to offer fewer classes per day, while only 9% plan to offer more classes per day



How are you thinking about the number of classes offered per day for your studio(s)?

Pricing

The majority of partners plan on making no pricing changes or a temporary discount

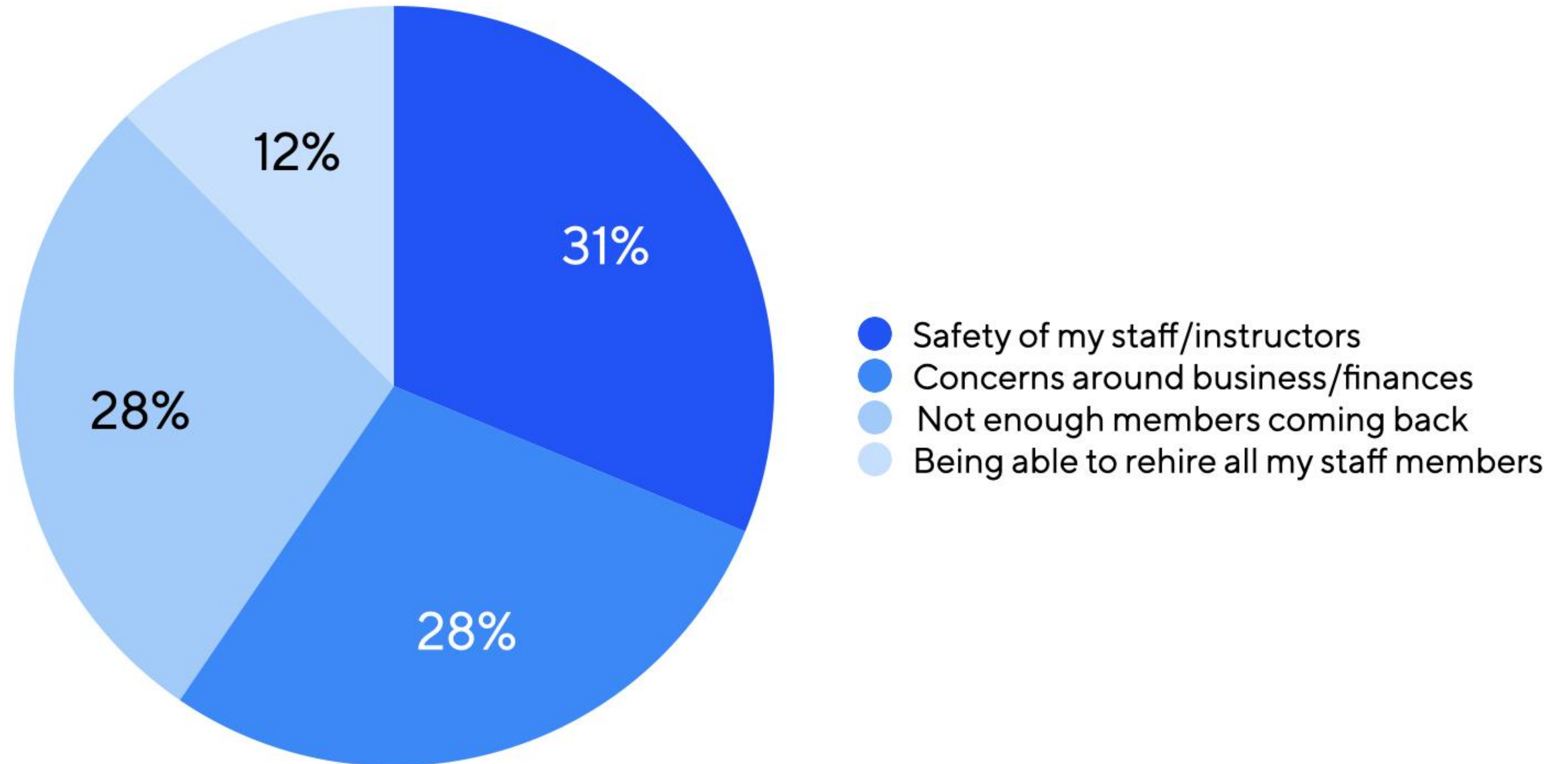


How are you thinking about pricing?



Safety for Customers and Staff

ClassPass partners reported the top concern when reopening is the safety of their staff

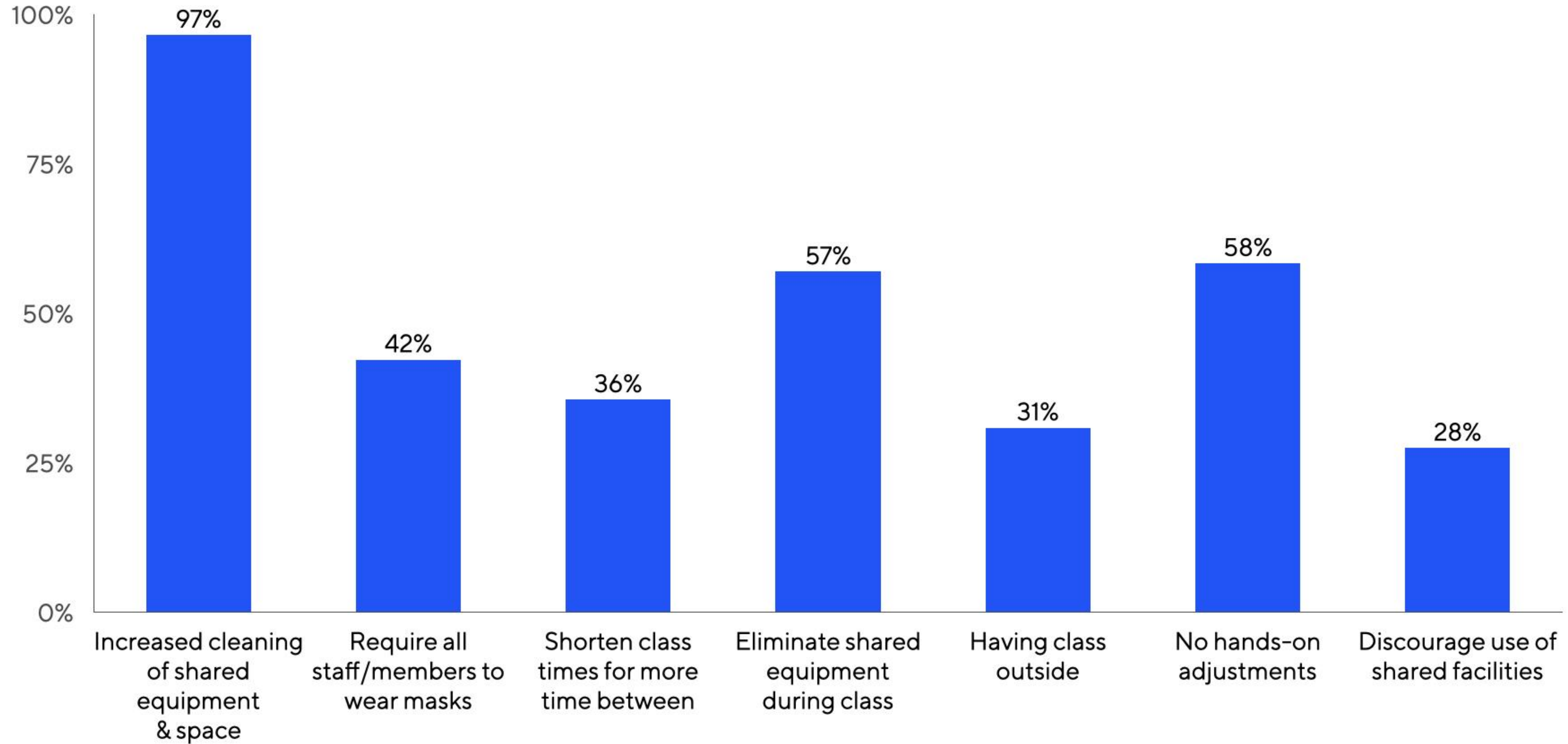


**What advice do you have to keep
instructors and staff safe?**

**What advice do you have around
seeking available financial
resources?**

**What advice do you have for
encouraging members to come
back to studios?**

Almost all partners plan on increasing cleaning of shared equipment and spaces



**How are you thinking about
changing your business to make
your members feel more safe?**

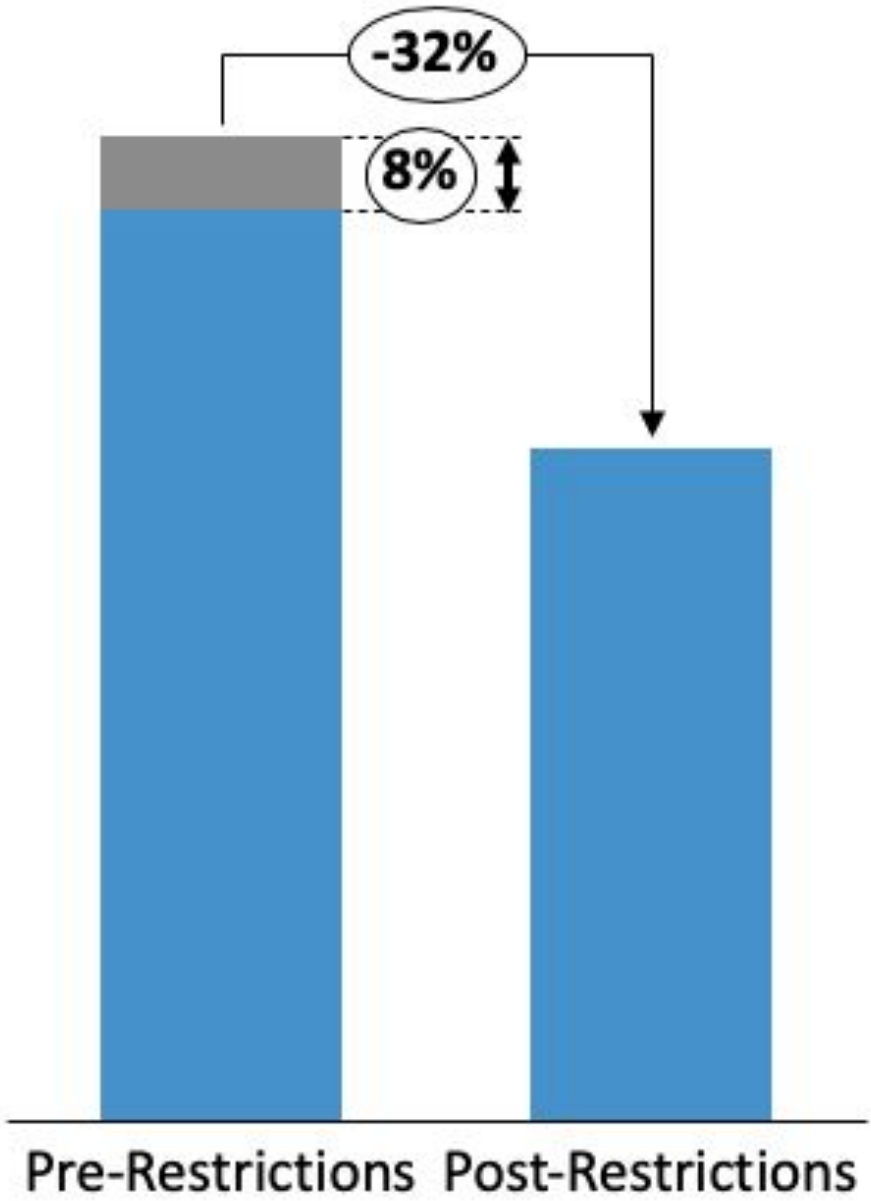
A photograph of two women in a gym setting, engaged in a workout with battle ropes. The woman on the left is wearing a dark green tank top and grey shorts, while the woman on the right is wearing a black t-shirt and purple leggings. They are both holding the ends of a thick, black, braided rope that is being swung in a circular motion. The background is a plain, light-colored wall. In the foreground, there are several kettlebells and a medicine ball on the floor. The overall atmosphere is energetic and focused.

Market Comeback Data

classpass

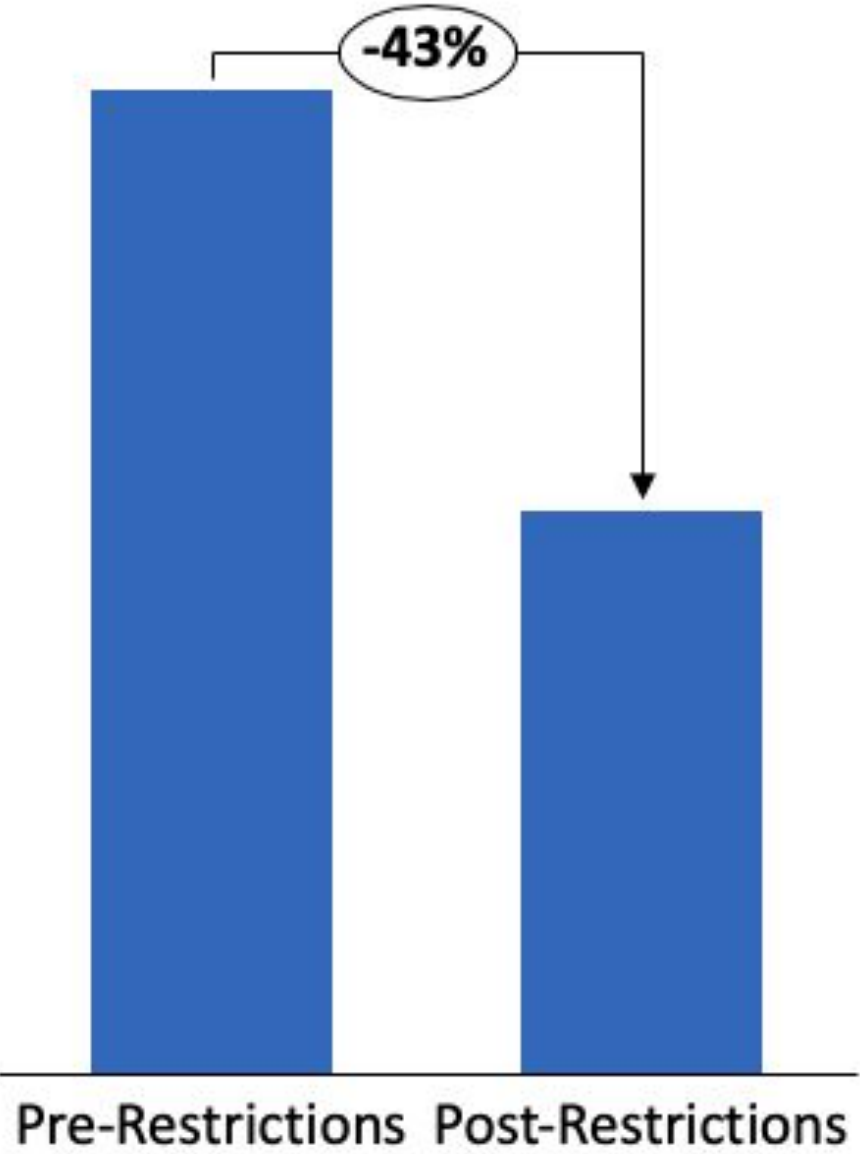
Singapore

Upon reopening, top partners in Singapore decreased available spots by 32% due to capacity restrictions and saw a 43% decrease in demand



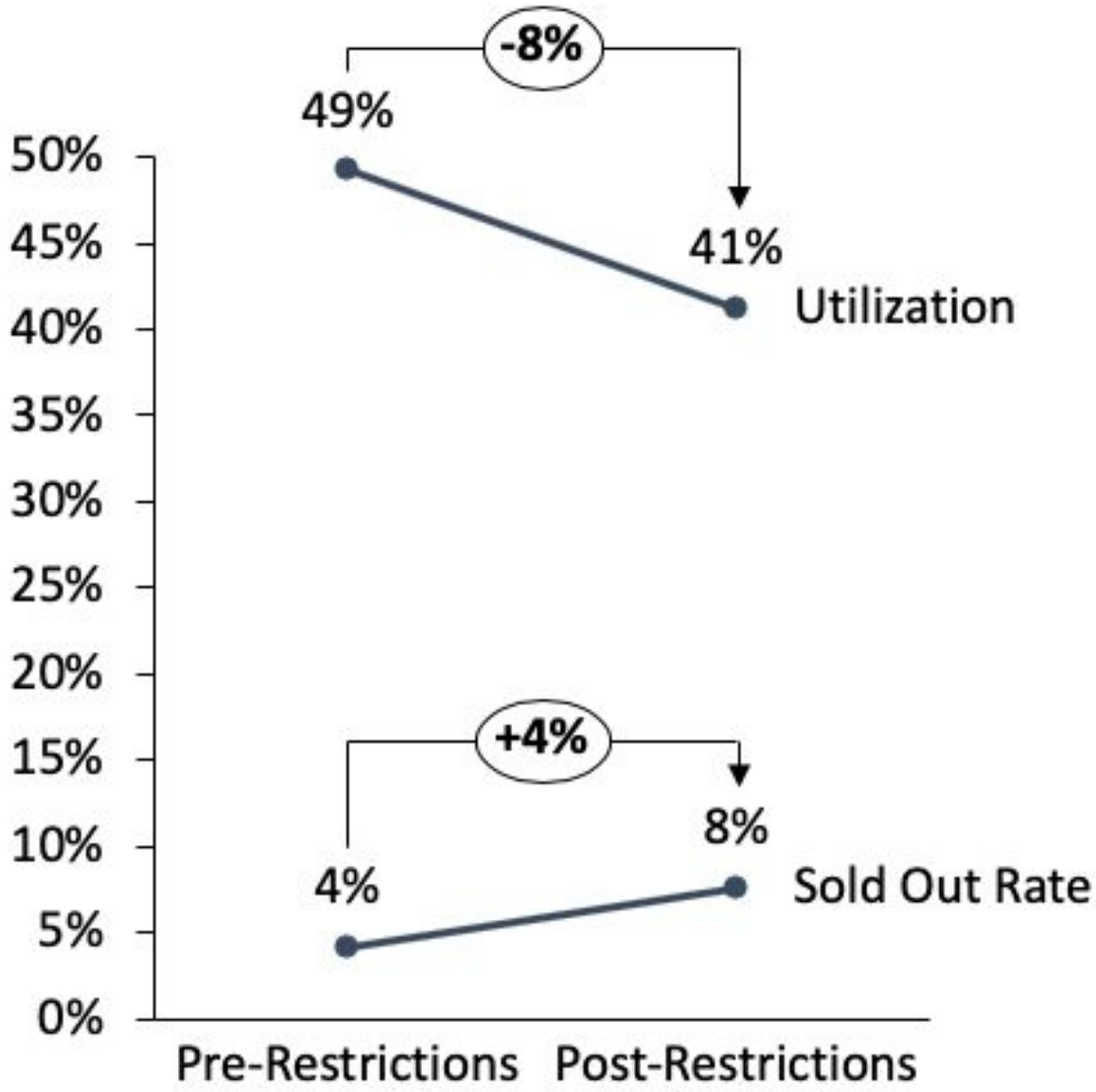
Spot Availability

Available spots decreased by 32% during the capacity restriction period, compared to the 11 days prior.



Reservations

Demand decreased by 43% during the same period.

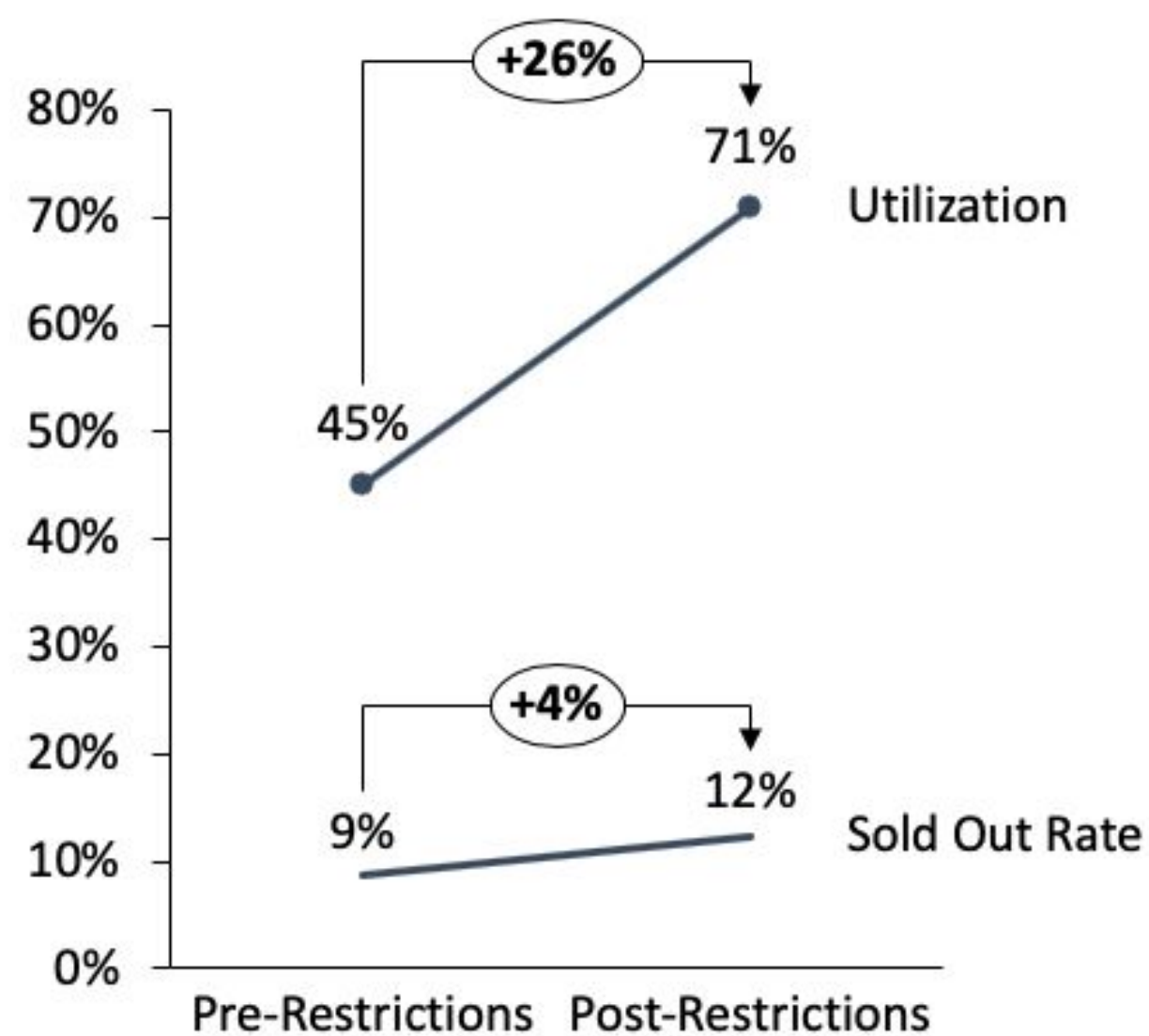


Utilization

Schedules had a 4% higher chance of selling out during capacity restriction period, with an overall 8% decline in utilization.

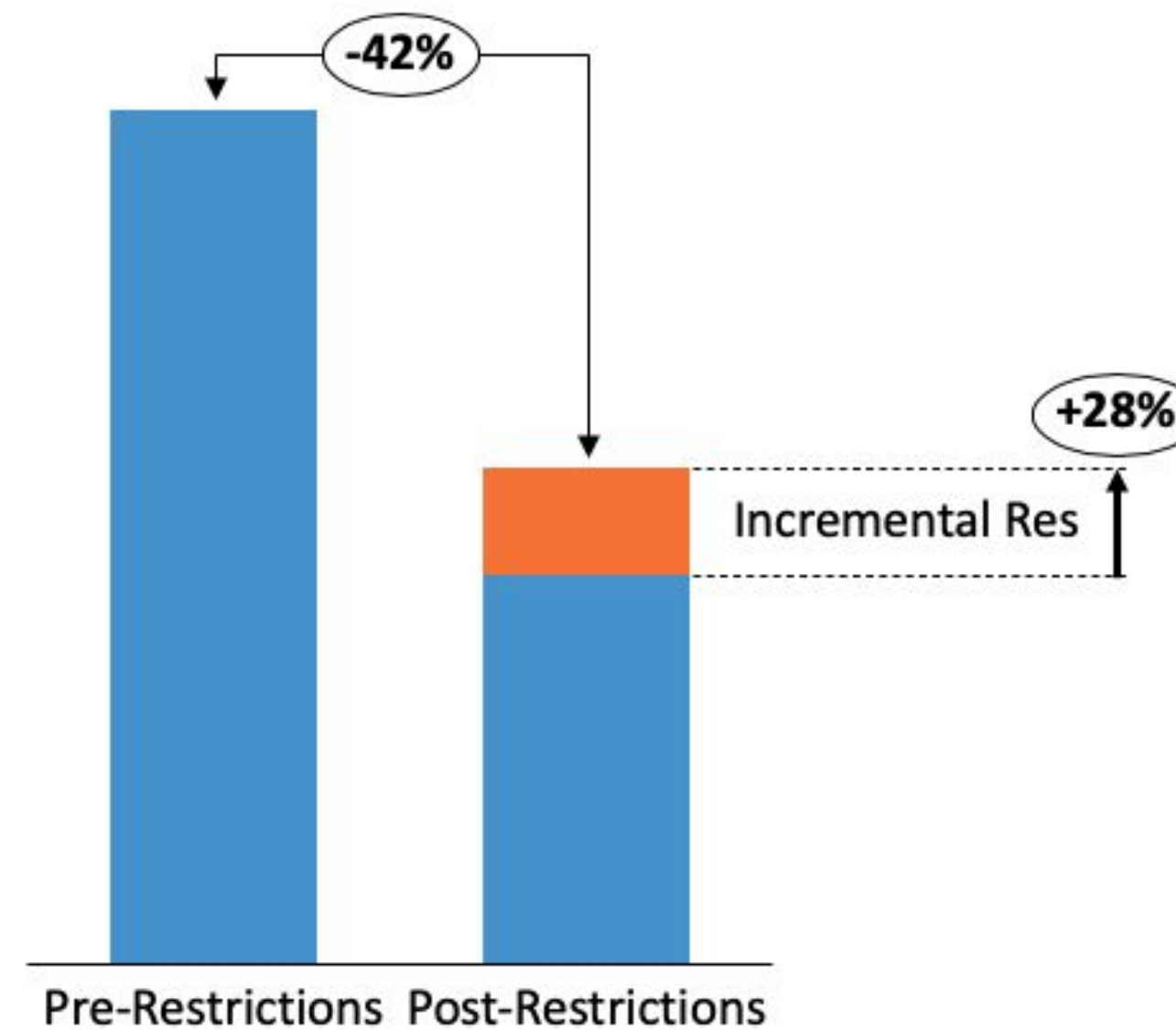
17% of studio partners increased their schedule availability to cope

The top 11 partners who took this approach increased their schedules by 30%



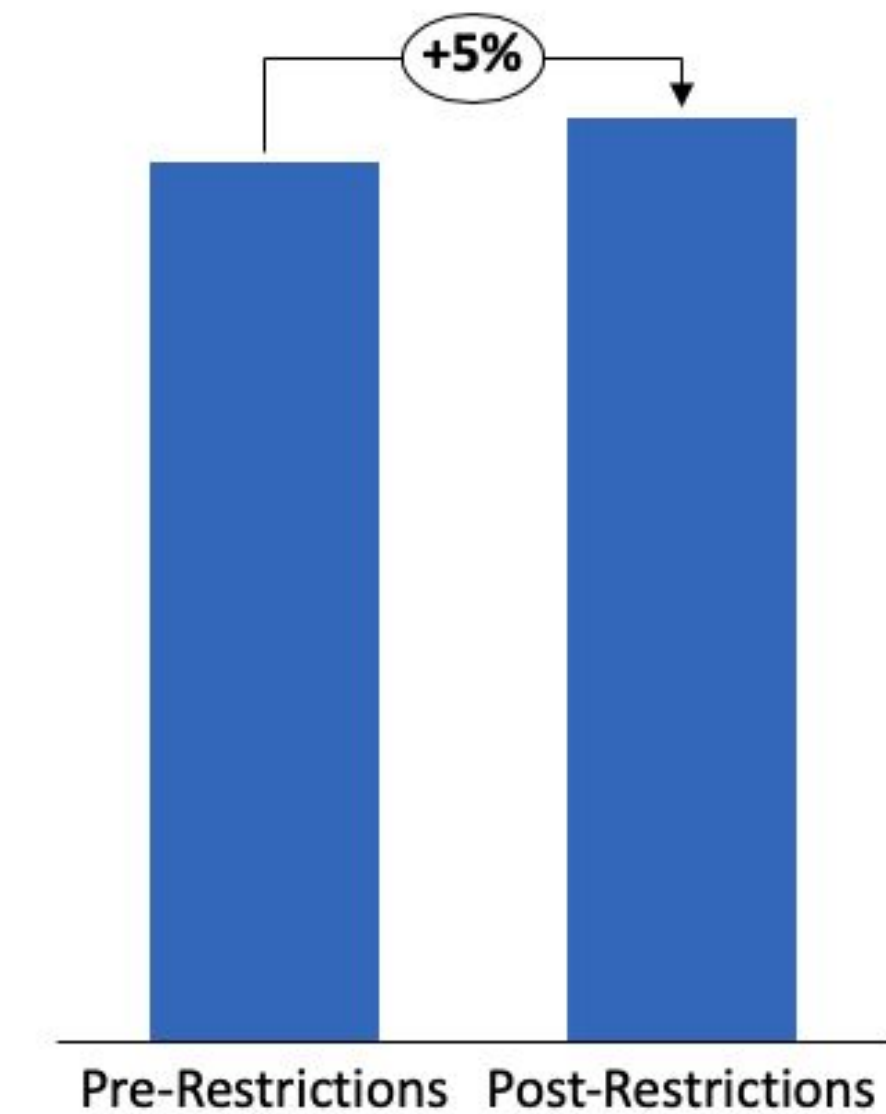
Utilization

Majority of these partners had 9+ reservations per schedule before restrictions were applied.



Incremental Reservations

Partners were able to capture up to 28% more reservations from adding more schedules that otherwise would have been lost.



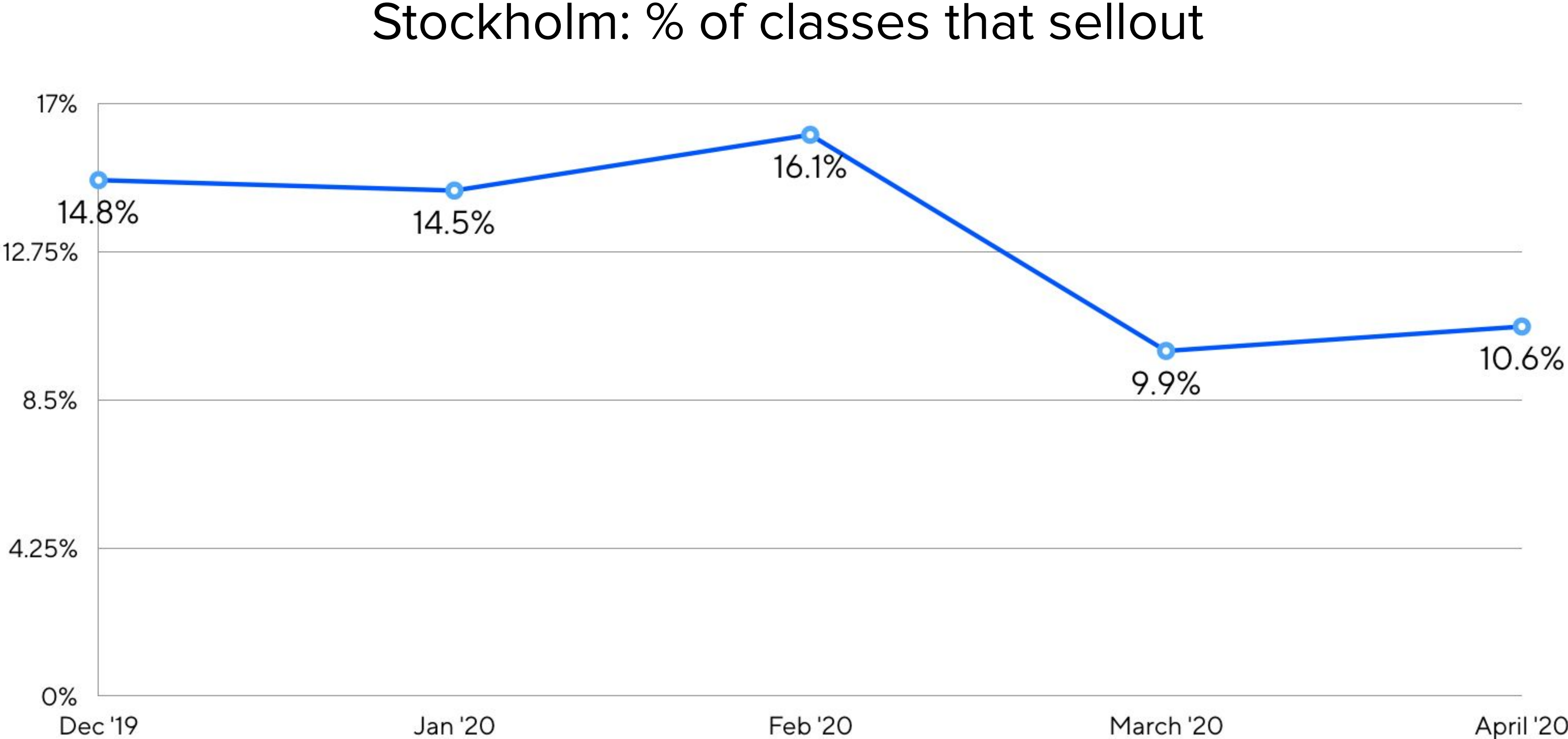
Revenue Per Reservation

Partners earned up to 5% more per ClassPass reservation using SmartTools.

Sweden

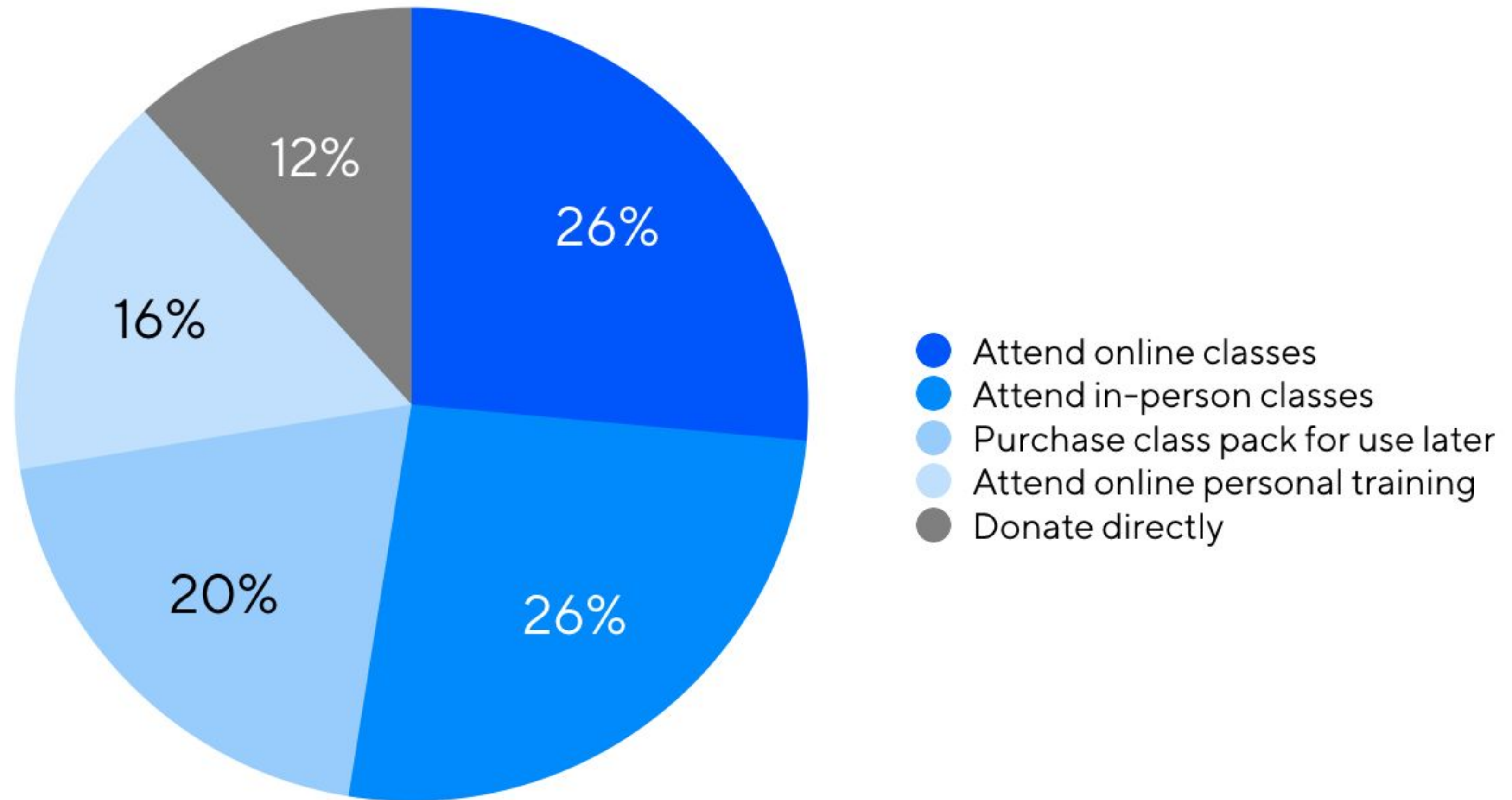
While Sweden had limited restrictions, consumer behavior appears to be the main driver of reservation volume, fill rate, and sellout rate

- Overall reservation volume in Stockholm has **dropped 54%** since February.
- Fitness partners in Sweden have **voluntarily reduced their class capacity by 10%** on average.
- Despite smaller class sizes, **direct fill declined from 54% to 30%** between February and April.
- The rate of **class sellouts dropped 16% to 11%** between February and April.



User Survey Data

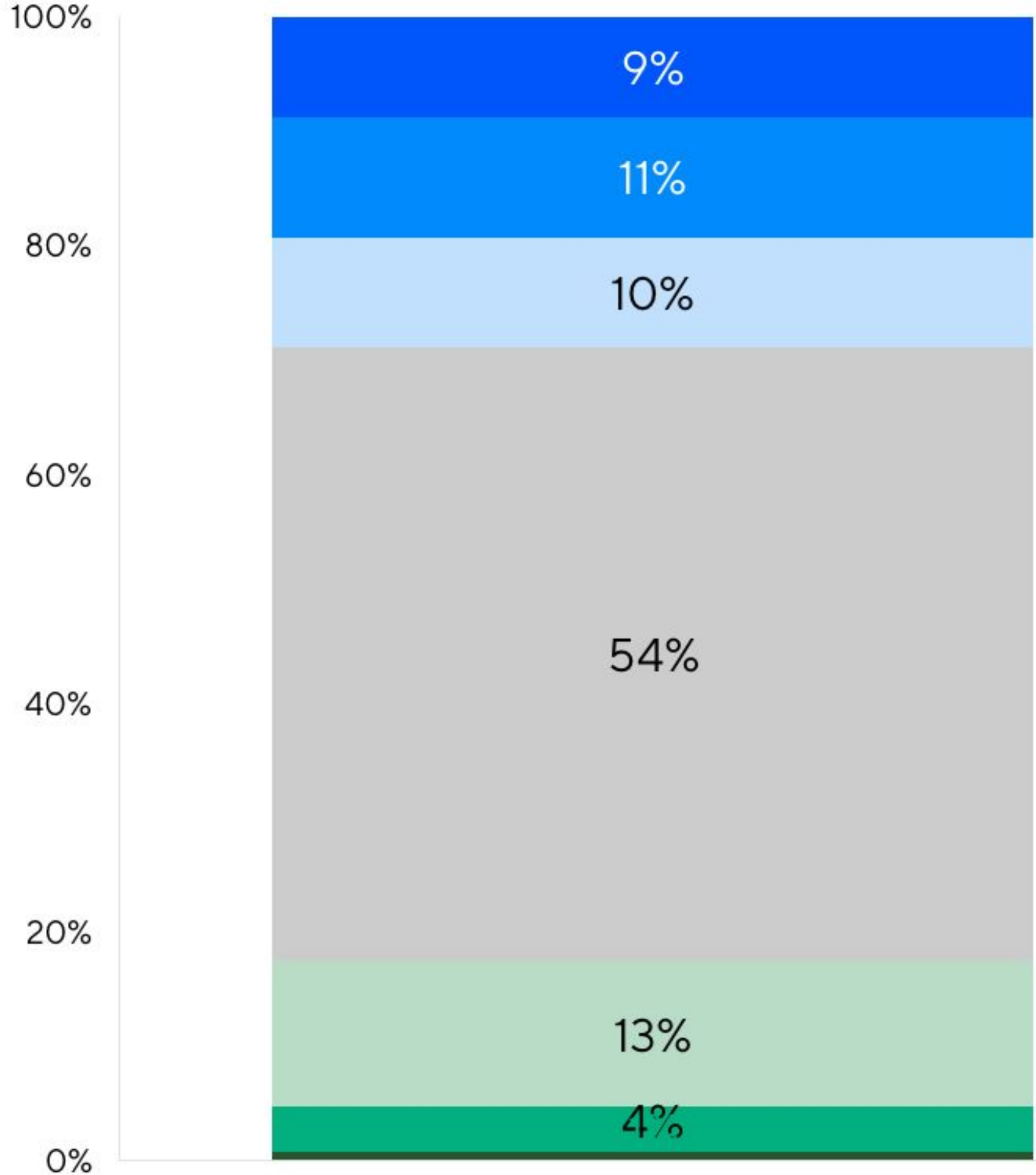
When the economy reopens, 26% of users want to attend online classes, and 26% of users want to attend in-person classes



54% of users reported they would consider the same price they paid before COVID-19 to be a fair price in the month following the economy reopening. 30% think classes should be less expensive.

What would you consider a fair price for in-person studio fitness classes in the month immediately following the economy reopening?

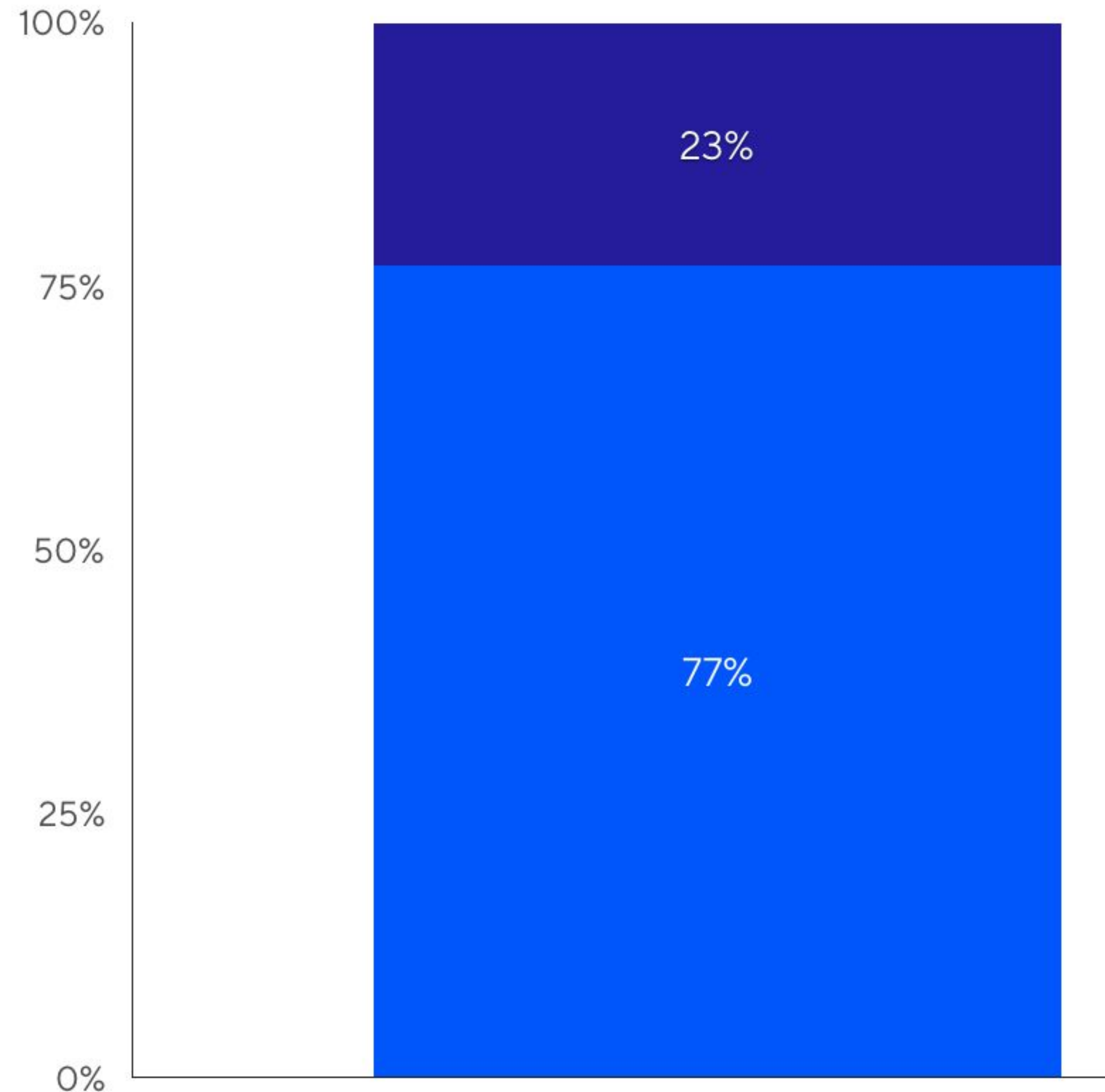
- 21%+ less expensive than what I paid before COVID-19
- 11-20% less expensive than what I paid before COVID-19
- 1-10% less expensive than what I paid before COVID-19
- Same price I paid before COVID-19
- 1-10% more expensive than what I paid before COVID-19
- 11-20% more expensive than what I paid before COVID-19
- 21%+ more expensive than what I paid before COVID-19



77% of users had no change in their employment status, while 23% had an employment status change

Has your employment status changed since COVID-19?

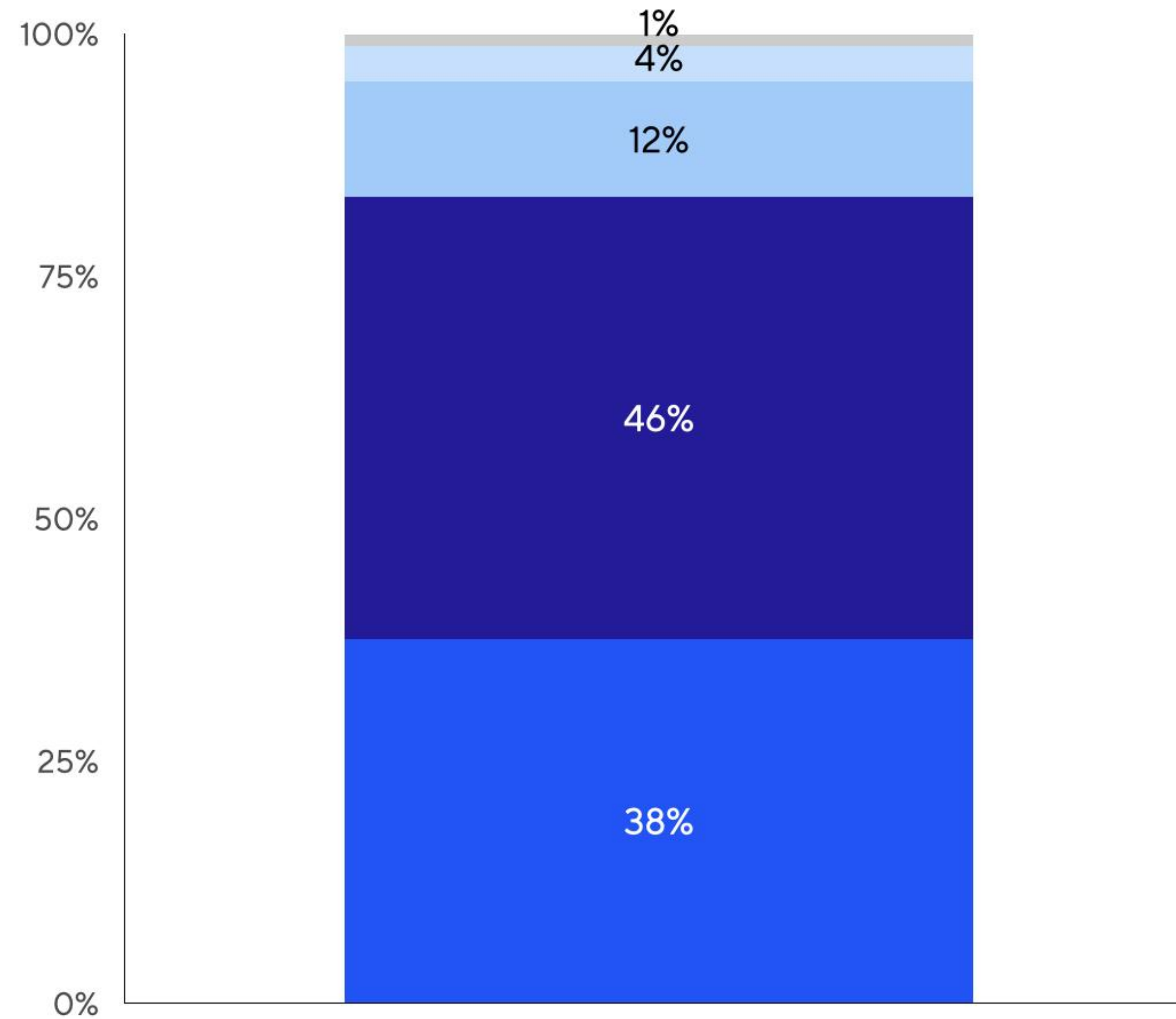
- Yes, my employment status has changed
- No change



~83% of users are spending less money now than before COVID-19

Compared to your spending before the COVID-19 pandemic, how has your spending changed in the past month?

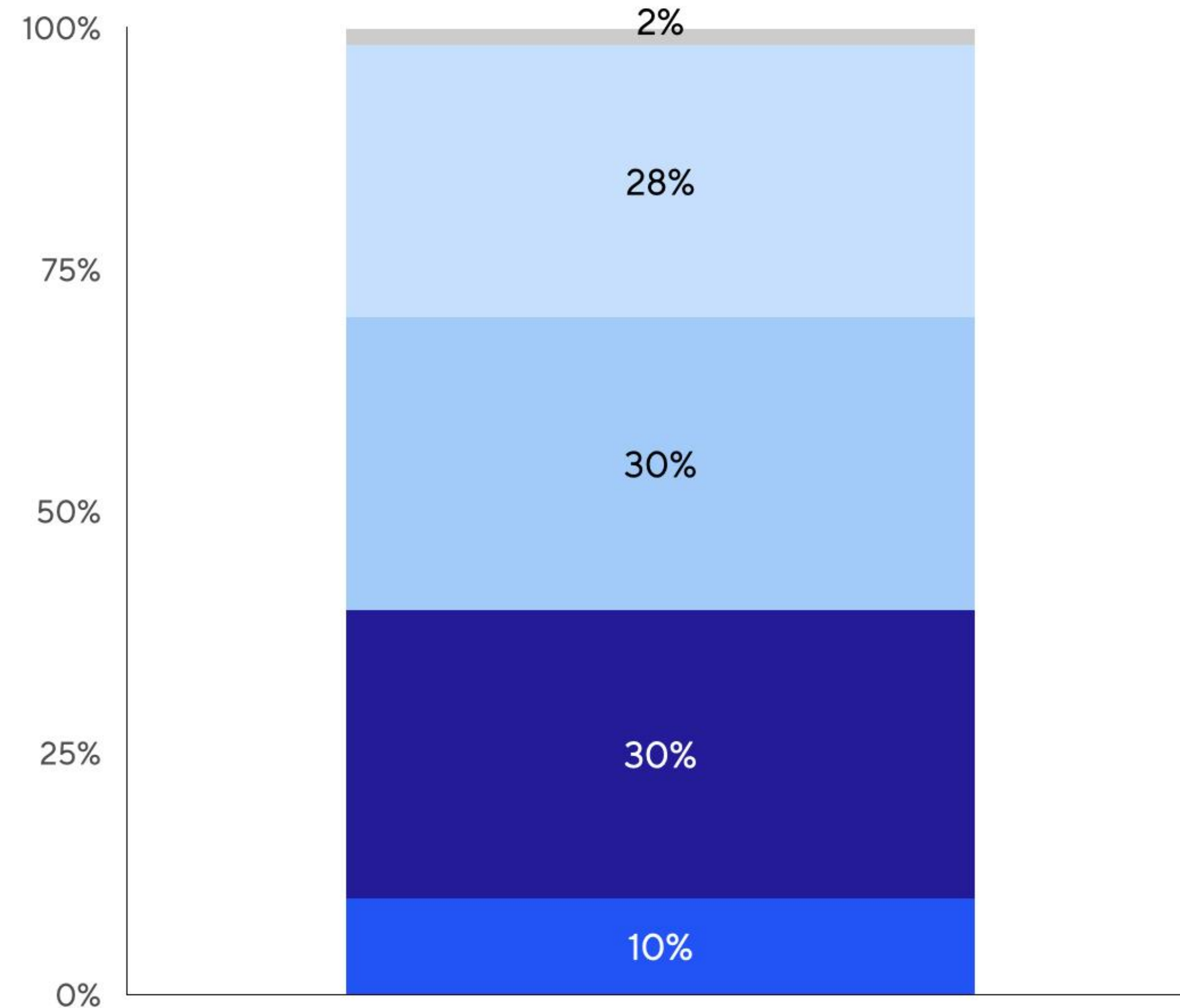
- Much more
- More
- Same
- Less
- Much less



However, ~60% of users plan on spending the same or more money in the month immediately following the economy reopening

Compared to your spending before the COVID-19 pandemic, how will your spending change in the month immediately following the economy reopening?

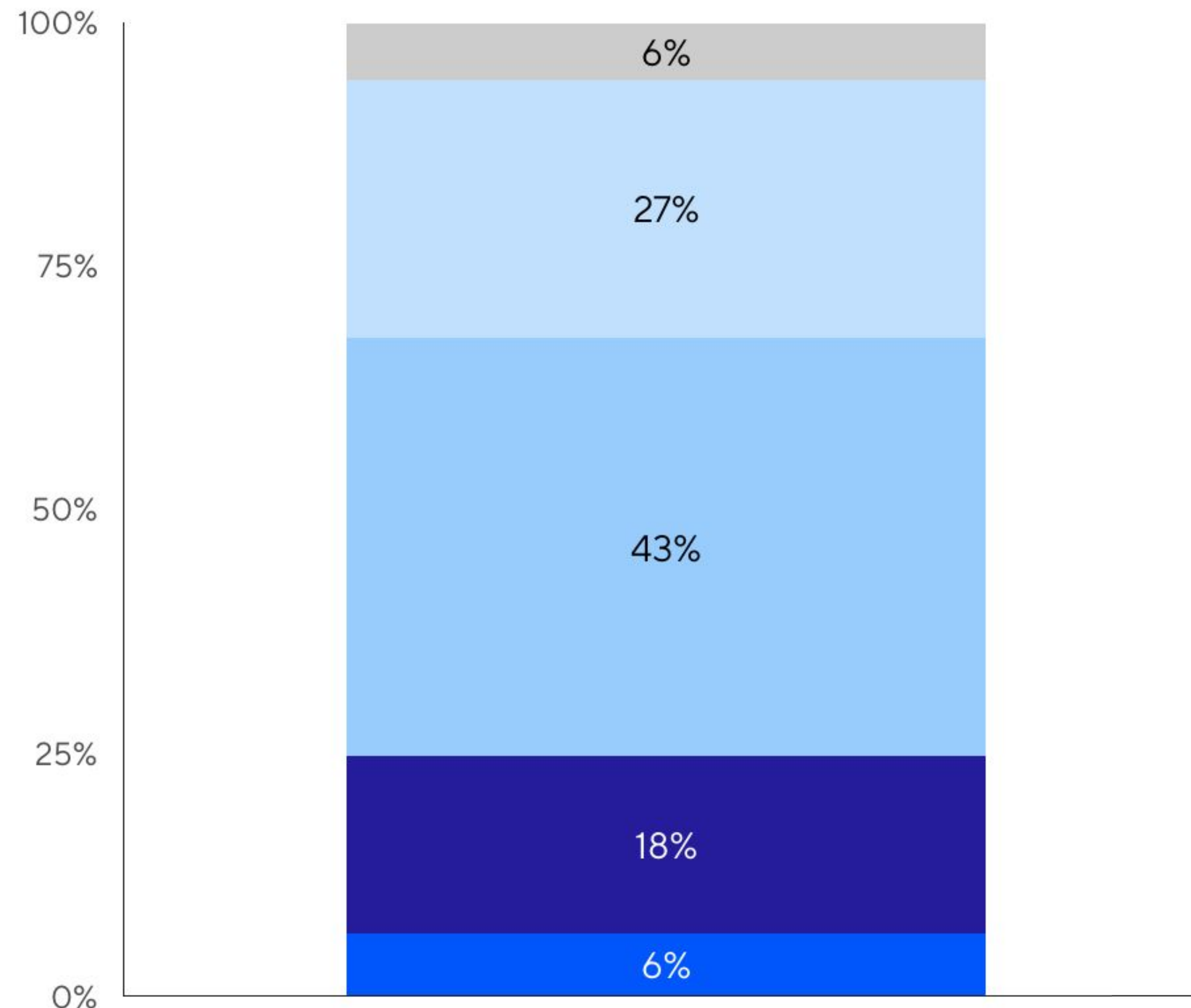
- Much more
- More
- Same
- Less
- Much less



When the economy reopens, 43% of users said they would spend the same amount of money on fitness, 33% said they would spend more or much more, and 24% said they would spend less.

Compared to your spending before the COVID-19 pandemic, how will your spending on fitness change in the month immediately following the economy reopening?

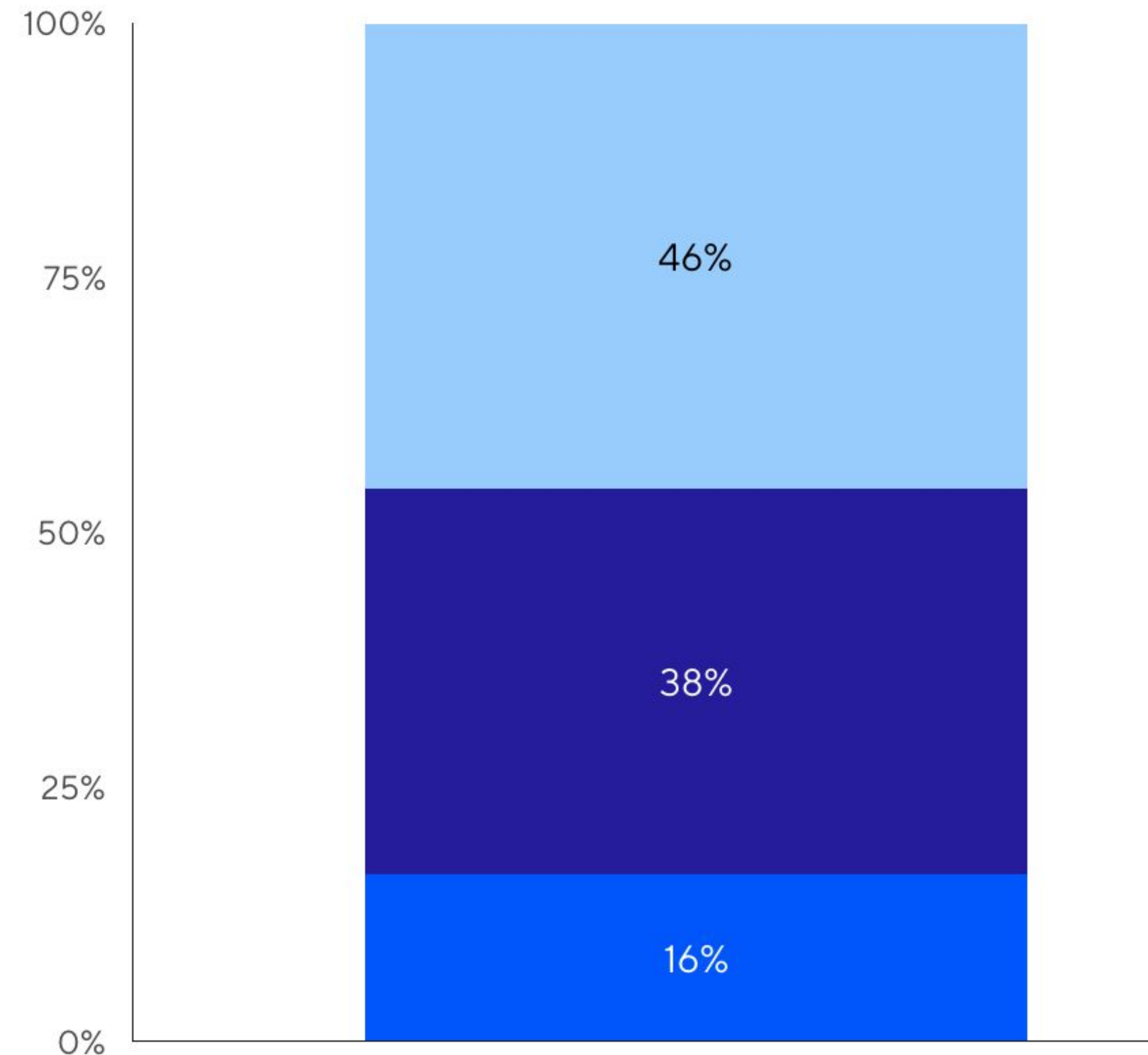
- Much more
- More
- Same
- Less
- Much less



46% of users said they would attend fewer classes in the first month following the economy reopening

How many classes will you attend in the first month following the economy reopening?

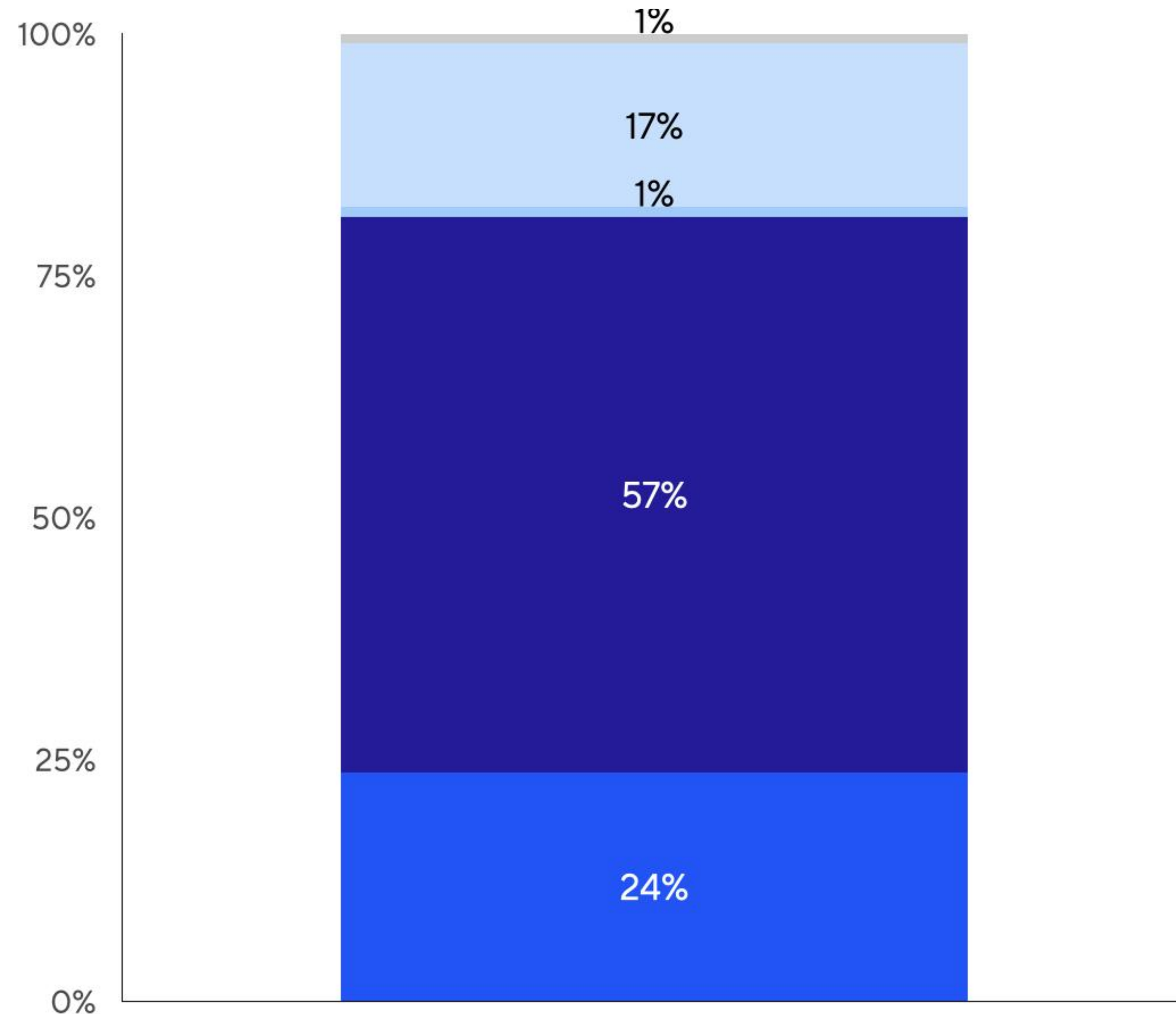
- I will attend fewer classes
- I will attend the same number of classes
- I will attend more classes



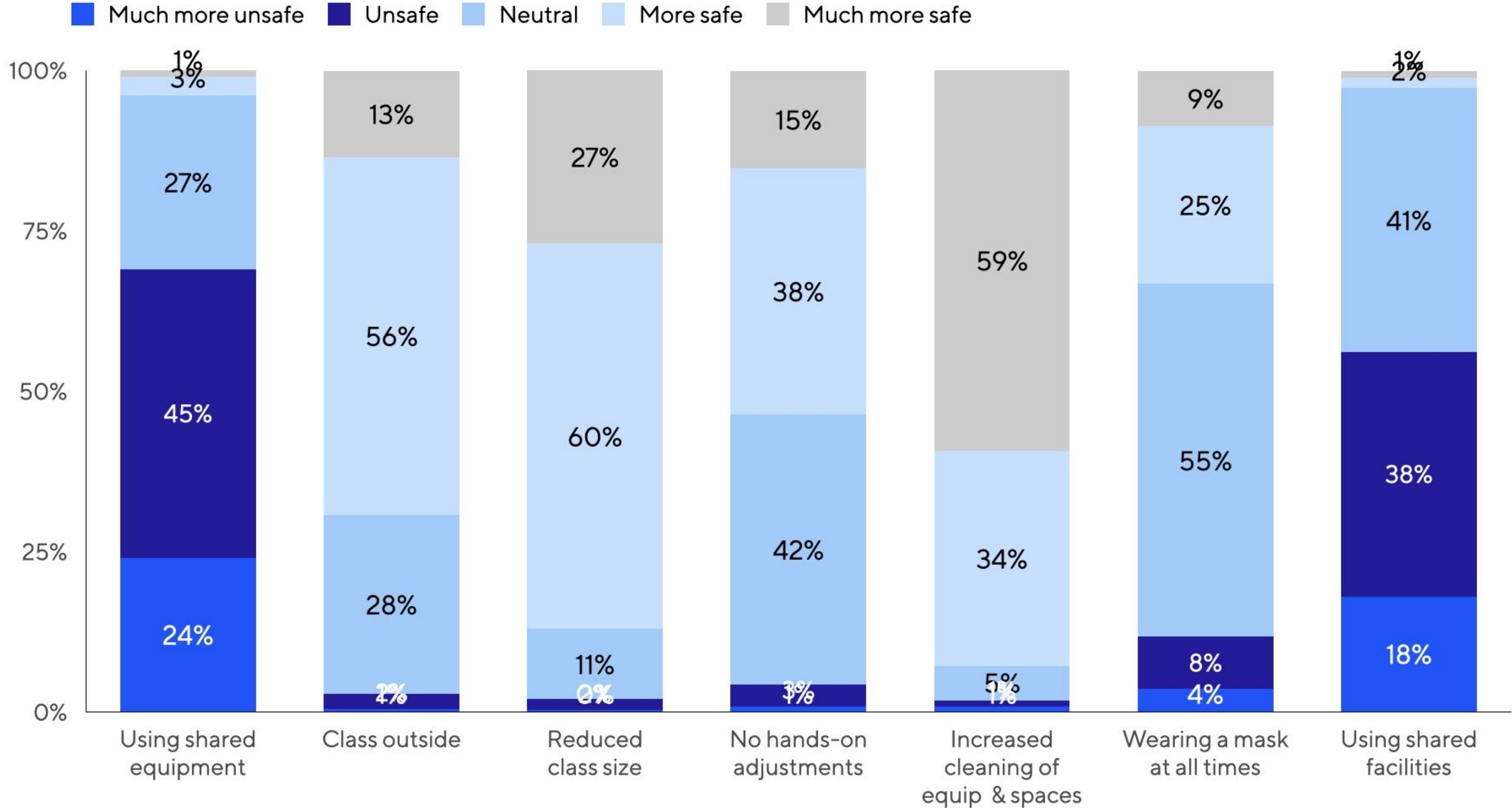
81% of users said they would go to studios they're familiar with in the month immediately following the economy reopening, and 19% said they would try studios they hadn't been to before

How many studios do you plan on visiting in the first month following the economy reopening?

- I only ever went to one studio
- Will go to new and familiar studios
- Only exploring new studios
- Will go to multiple familiar studios
- Will only go to my favorite studio



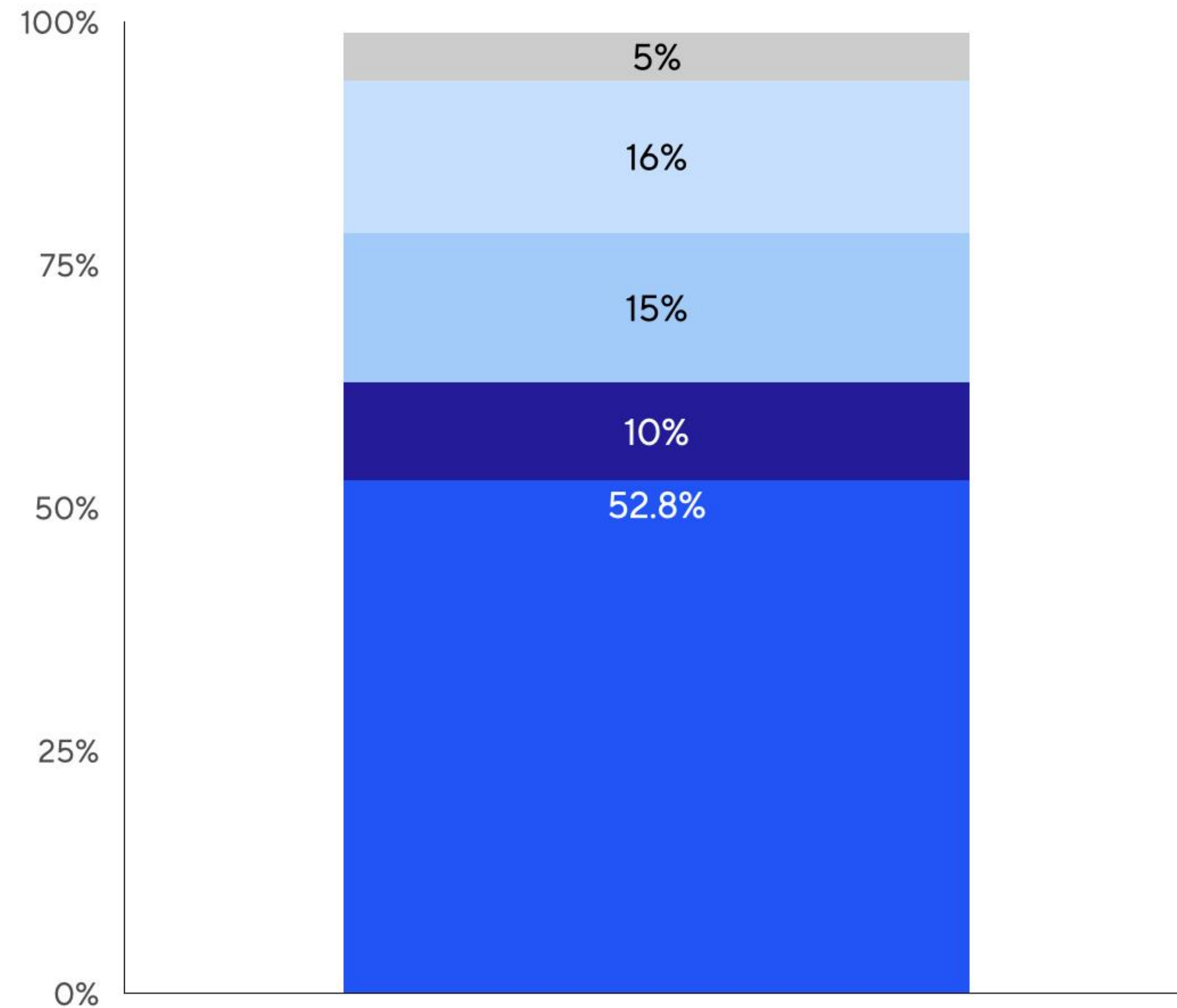
Users said the top three safety precautions a studio can take that would make them feel more safe are *increased cleaning of equipment & spaces, having class outside, and reduced class size*



~52% of users said they want to maintain 6+ feet of physical distance during class in order to feel safe

In the first month following the economy reopening, how much physical distance between people would you want to maintain during an in-person studio fitness class in order to feel safe?

- 2 feet away
- 3 feet away
- 4 feet away
- 5 feet away
- 6+ feet away



Questions?

Thank you