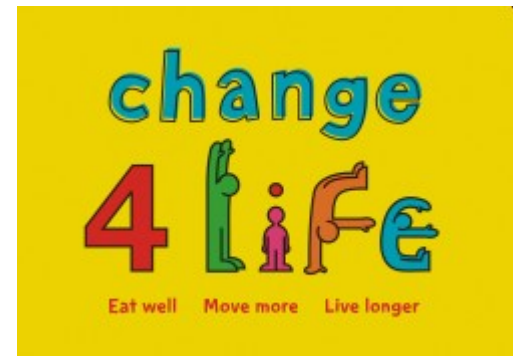


Overview

Gym Miles is the UK's only national rewards programme for Gym members.

We operate in both the private and public leisure sector providing schemes that reward healthy active lifestyles

Gym Miles is a change for life partner



Overview



- Over 100 Venues
- 220,000 Gym miles members
- Multiple Industry Partners

Overview

What is Gym miles?

Online Rewards scheme that tracks your members activity and awards points.



- **Cash rewards**
- **Special offers**
- **Discounts**
- **Local retailers**
- **In venue purchases**
- **Goal achievement**

Membership

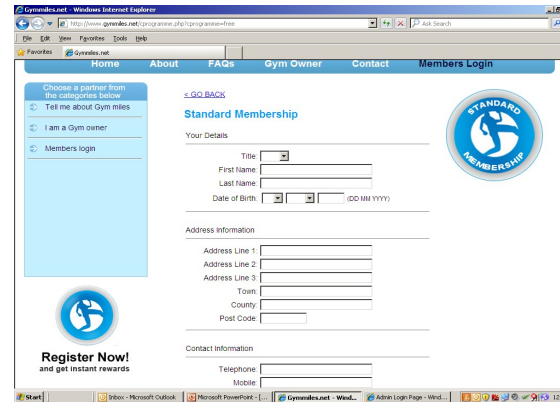
There are 2 memberships available

- Standard-Free
 - Members collect 500 points per Gym visit
 - Access to 100 Gym miles partners
- Premium-£12.00 per year
 - Members collect 1000 points per Gym visit
 - Access to 250 additional Gym miles partners
 - In-store discounts
 - Local discounts
 - Fantastic savings

Member Registration

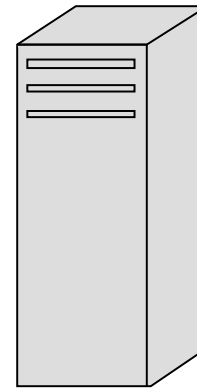
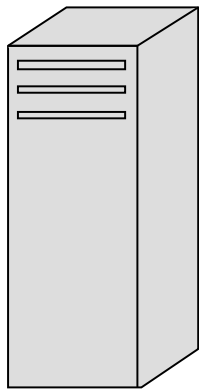


Member Registers online



Gym miles Database

Venue Database



Automatic Registration Process



CUSTOMER JOURNEY



Member collects Gym Miles through MRM system each visit.

1000 Points for Gym Miles Premium members
500 Points for Gym Miles Standard members

Member accounts updated monthly.

Member Account

Home About FAQs Gym Owner Contact Members Login

Choose a partner from the categories below

- Mind & Body
- Food & Drink
- Health & Beauty
- Music Club
- Flights
- Motoring
- Home & Garden
- Mother & Child
- Ferries
- Travel Insurance
- Footwear
- Hotels
- Premium Members Zone
- Holidays
- Rail Travel
- Books
- Lingerie
- Electrical
- High Street Fashion
- On Line Fashion
- Member Offers
- NIKE
- JJB

Login to your Gym Miles Account

Welcome to your Gym Miles Account.

Account Balance

Gym Miles:

Cash Points: 0

Cash Points Redeemed:

Cash Rewards Balance:

Premium Members

enter

View / Edit Your Personal Details

New to Gymmiles see our help zone

Messages:

Premium Members earn double points & have exclusive access to cash rewards & discounts with:

GAP REEBOK
TED BAKER DEBENHAMS
JOHN LEWIS TESCO
MARKS AND SPENCERS
AUSTIN REED CURRYS
BHS BURTON NOKIA
ORANGE ASDA
SAINSBURYS

and many many more

- Points Total
- Points Redeemed
- Cash Rewards Balance
- Edit Profile
- Member messaging

Points Redemption



YOUR M&S

TESCO



ASDA

Member Shops with Gym miles

Points automatically redeemed & converted into a cash reward.

Cash reward credited to member rewards balance



Over 200 top High Street Brands & Supermarkets

CUSTOMER JOURNEY



 **JJB sports** Redeem 8 Shopping points per £1.00

Example transaction

Cost £45

8 points x 45 Pounds = 360 points redeemed

Cash reward account top up £3.60

Example transaction

Cost £75

8 points x 75 Pounds = 600 points redeemed

Cash reward account top up £6.00

Total Shopping points redeemed: **960**

Cash rewards balance earned **£9.60**

in gym redemption



Swimming classes



2 for 1 treatments



personal trainers

Gym miles vouchers can be downloaded and redeemed at the gym

online redemption



shopping vouchers



holiday deals



exclusive special offers



amazing experiences

Gym miles implementation

Scheme ownership

- Branded scheme
- Branded gateway site
- Marketing integration
- Shared goals

Staff involvement

- Staff work shops
- Staff incentives
- Programme updates

Member engagement

- Member communication
- In venue promotion
- Monthly offer updates
- Programme updates

Thank you for Viewing

Gym
.....
miles