



PARTNERSHIP OVERVIEW



CYCLE



RUN



SWIM



BASEBALL



GOLF



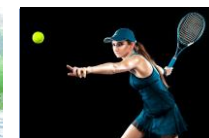
HOCKEY



SKIING



SURF



TENNIS



TRIATHLON



VOLLEYBALL



MORE.....

Who We are

Pilates For Sports is the passion of our two co-founders, on a mission to take the benefits of Pilates to the sporting community. They believe in challenging the very notion of what being fit is, by looking beyond the performance of an athlete. The achievement of a strong and healthy body is the foundation for every person who joins the program.

Pilates with its emphasis on core strength, enables each person to train and perform consistently at a high level, with less fatigue and pain. New goals can be set and PR's achieved, as the athlete pushes through the boundaries.

Our Passion

We believe in helping every person move with greater ease and confidence, so you can achieve your best in the sport you love and the life you choose, with improved core strength and good posture.



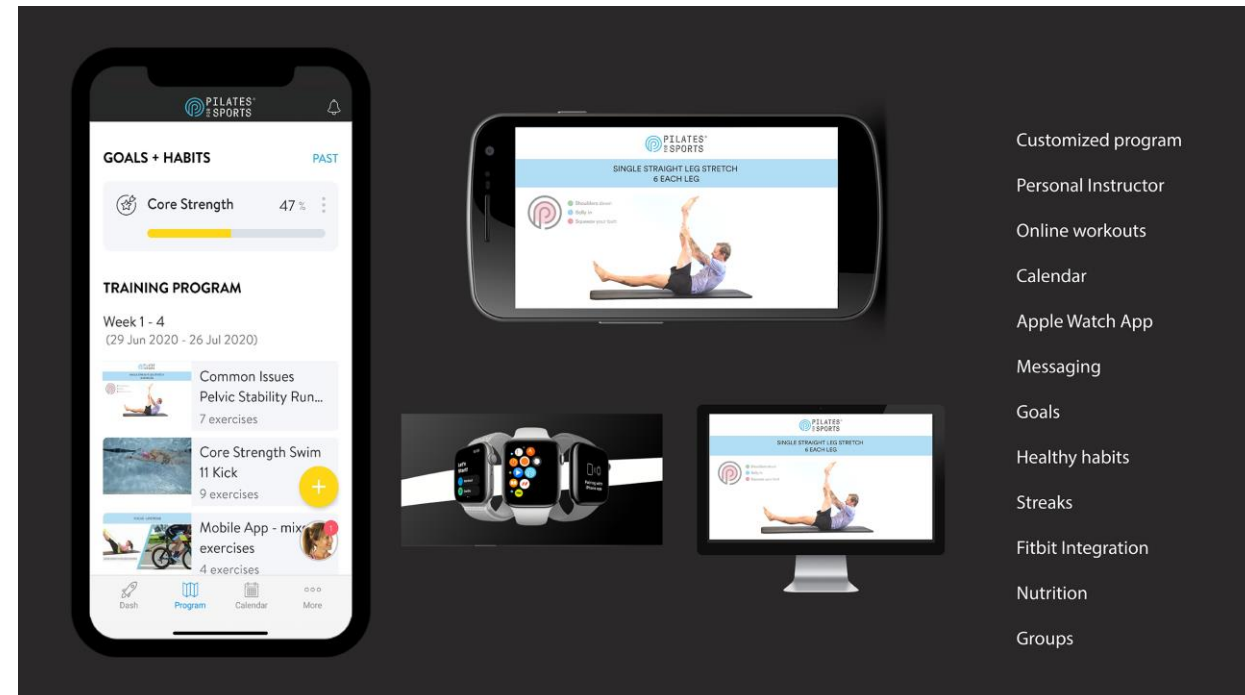
What We Do

We deliver customized programs for individuals, designed to develop core strength and good posture, for performance across a range of sports and in general life.

Provided purely online, this innovative program is achieving significant results for athlete's of all abilities, ranging from amateur to professional.

Each program is designed around the athlete's goals and aspirations, so that they can overcome injury, pain and poor form, in order to be their best in the sport they love.

No previous experience in Pilates is required or equipment, making the program available to all who want to try Pilates For Sports.



The image displays the Pilates For Sports app interface across multiple devices. On the left, a smartphone shows the 'GOALS + HABITS' section with a 'Core Strength' progress bar at 47% and a 'TRAINING PROGRAM' for 'Week 1 - 4' (29 Jun 2020 - 26 Jul 2020). The program includes 'Common Issues Pelvic Stability Run...' (7 exercises), 'Core Strength Swim 11 Kick' (9 exercises), and 'Mobile App - mix' (4 exercises). The bottom navigation bar includes 'Dash', 'Program', 'Calendar', and 'More'. In the center, a tablet displays a workout video titled 'SINGLE STRAIGHT LEG STRETCH & EACH LEG'. On the right, a smartwatch shows a similar workout interface. To the right of the devices is a list of features:

- Customized program
- Personal Instructor
- Online workouts
- Calendar
- Apple Watch App
- Messaging
- Goals
- Healthy habits
- Streaks
- Fitbit Integration
- Nutrition
- Groups

Membership Database

Growing database of members & prospects

- 500,000+ prospective members through our partners
- \$130,000 median household income
- 42% have masters degree or higher
- 67% are business leaders in their respective community
- 62% are women and 38% are men
- Average age is 38
- 15 different sports



Products

We appeal to two segments of the community:

1. Sport
2. Life – “General Well Being”



INDIVIDUAL OR GROUPS

Train individually or with: Friends / Family / Team / Club / Association / Coach / School / Corporate

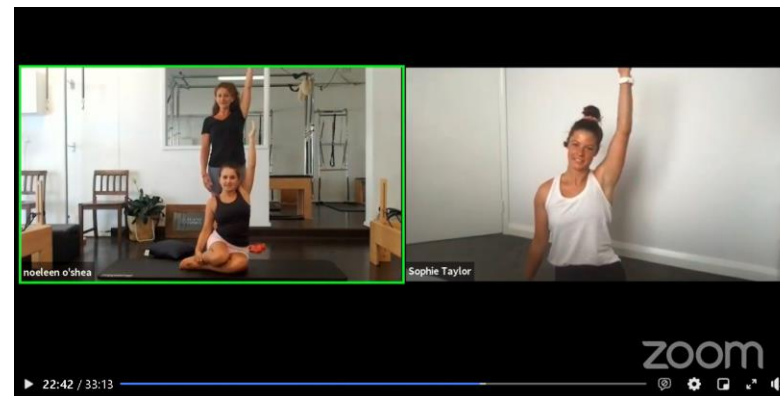
Age 12+ (male and female)



Media Assets

Communicating to prospective and existing members, PFS has a range of options available to our partners.

- Facebook live class (weekly)
- Facebook live webinar (qtrly)
- Newsletter (weekly)
- Website (on-going)
- Zoom Workouts (on-demand)
- Competitions (qtrly)
- Events (seasonal)



Partnership Types

Our aim is to connect with like-minded organisations and individuals, who share our passion for sport and the desire to see athlete's achieve their dreams.

- Governing bodies – national & regional
- Race directors & Event organisers
- Coaches
- Clubs
- Schools
- Corporate / Business
- Athlete Ambassador
- Product or Service provider



**UCHICAGO
TRIATHLON
CLUB**

"WHY I DO
PILATES FOR SPORTS"



Contact Information

Nathan Copey

Partnership Manager

M: +61419884845

E: nathancopey@pilatesforsports.com

James Heath

CEO & Co-Founder

M: +614013002333

E: jamesheath@pilatesforsports.com

Noeleen O'Shea

Principal Instructor & Co-Founder

M: +61419909511

E: noeleenoshea@pilatesforsports.com

