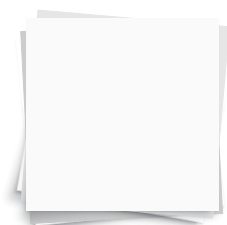


Sticky notes



Power

High

Keep satisfied

Investors /
Business
Sponsors

Technology
Partners /
Platform
Providers

Manage closely

Active Members
(Clients on
training plans or
memberships)

Monitor

Competitors
/ Industry
Watchers

Vendors
(Merchandise
suppliers,
delivery
services)

Keep informed

Casual Followers
(on social media
/ newsletter)

Fitness Event
Attendees /
Community
Participants

Low

Low

High

Interest