

Upper Midwest Alliance of YMCAs

PRESENTATION



THE WELLNESS COMPANY

Alessandri's family garage



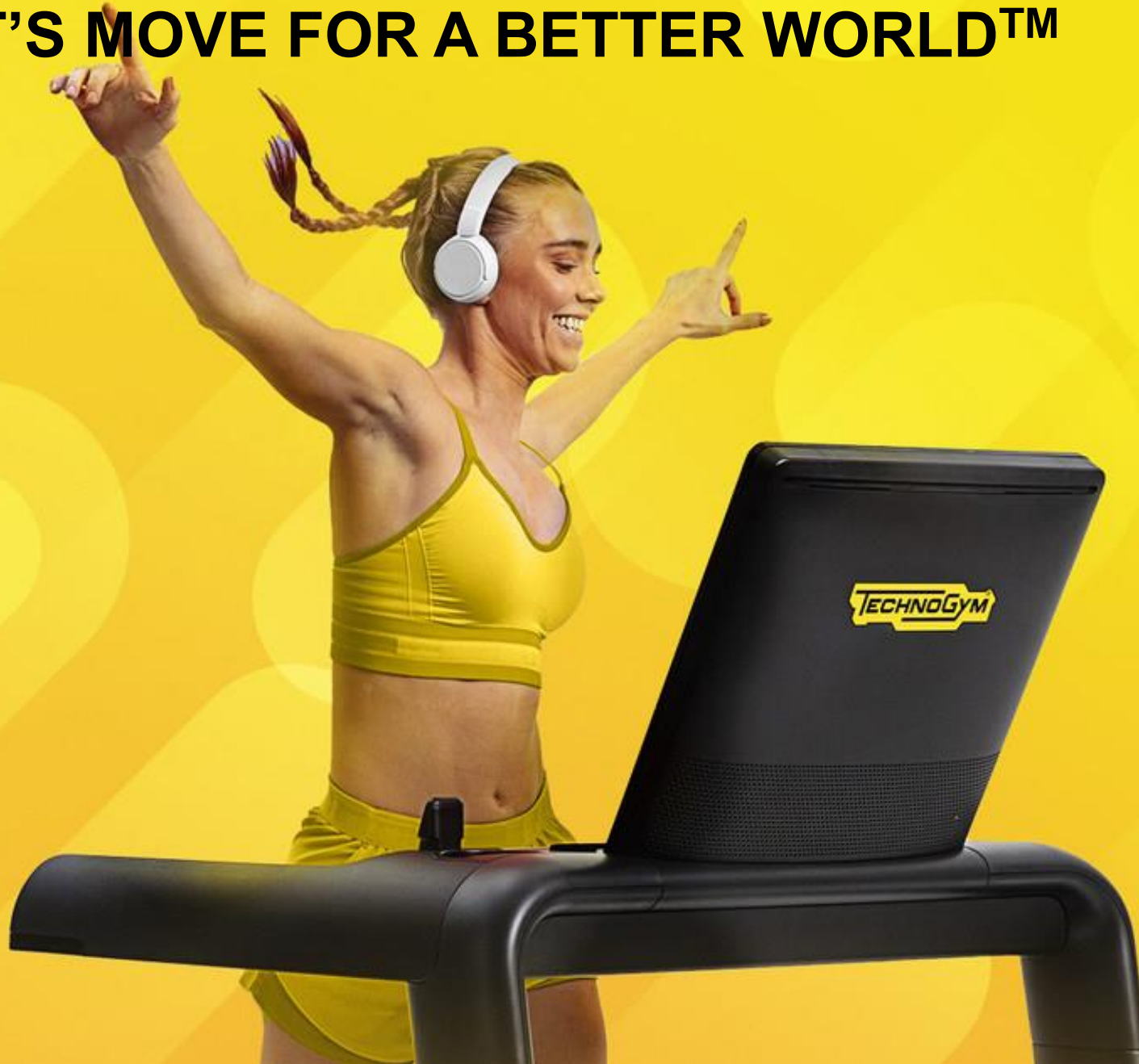


Technogym Village, the new garage for the new era.



Nerio and Pierluigi Alessandri

LET'S MOVE FOR A BETTER WORLD™



For over 20 years Technogym has been promoting **Wellness as a healthy lifestyle**, based on the strong belief that **Wellness is a social opportunity** for individuals and society as a whole.

“**Let’s Move for a Better World**” is the motto which embodies our social and economic mission, and which gave birth to our worldwide Campaign **encouraging people to become more active**.

HEALTHY PEOPLE
HEALTHY PLANET

THE MEMBER JOURNEY





Technogym Checkup

Introducing the most comprehensive AI powered tool for fitness assessment and customer engagement



**TECHNOGYM
COACH A.I.**



A recurring assessment experience

MEASURE

and see more of yourself



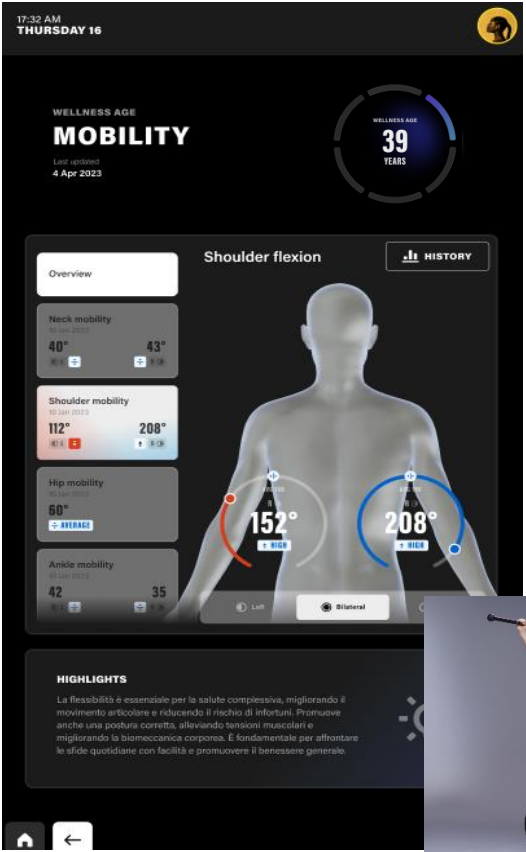
MOTIVATE & ENGAGE

with Wellness Age, tips and progress



TRAIN & IMPROVE

With a personalized training protocol



DO IT AGAIN



