

THE *LifeFitness* DIFFERENCE





Welcome to Life Fitness NZ

Amanda and I have dedicated the last 15 years to the Fitness Industry, importing and distributing Fitness Equipment to most if not possibly every club in New Zealand. It's because of YOU, every client, customer and gym we have managed to do business with. All the mistakes, the tears, sleepless nights, the negotiating and the installing of equipment until our hands were raw and bleeding have all contributed and moulded us to bring to you what we have created, Life Fitness New Zealand. For that we have never been so proud.

Life Fitness today has seen rapid growth. We now have 26 staff, 2,000m² of an absolute showcase building, specifically designed to house our entire operation. All our product is warehoused here and our showroom is filled with Life Fitness and Hammer Strength's latest releases. We have a purpose-built Refurbishment Department comprising of a specific QC

Room and Spray Booth. Because of the success of this department, our parts supply is incredible. We house the largest parts room in New Zealand hands down, containing over 5,000 lines.

Whether you are building a new club, outfitting a five star hotel or just choose to have the very best for your home, Life Fitness New Zealand should be your first and only choice. The combination of our brands, our team and our service add up to delivering you an unrivalled package in the New Zealand market. We will support you every step of the way, from understanding your requirements, to concept creation, through to the finer details such as finance.

Thank you for taking the time to consider Life Fitness New Zealand. I am sure you will be pleased you did.

Shane and Amanda Verhoeven



CHOICE GIVES YOU THE POWER TO DIFFERENTIATE

We know that every business has unique goals and we provide the tools and choices to reach them. Life Fitness offers a wide breadth of products and choices that allow your facility to evolve. You can benefit from our commitment to your business.



Our brand is not just a logo, IT'S A TRANSFORMATIONAL EXPERIENCE.

It's a perception. It frames the way we do things and it transcends the product experience. It's the relationship we build between our business and our customers and exercisers.

It's the way your members feel when they see our brands in your facility.

It's the experience.

Be part of the journey.





COMMERCIAL DESIGN

FACILITY DESIGN

Life Fitness puts your business first. We offer EXTENSIVE CONSULTATION to guide you through the LIMITLESS POSSIBILITIES and choices available for your business. We're here to help you take the steps needed to transform your business.

We take the time to learn your business and values.

We turn your vision and values into reality with business development, layout and equipment selection.

All with an ultimate goal to maximise space efficiency to achieve maximum potential and point of difference in your market.

CUSTOMISED COMMERCIAL

We provide innovative layout concepts, aligned with your commercial goals to maximize member impact and facility performance.

Understanding that every business targets a different user is critical.

That is why every single design and floor plan we create is UNIQUE to your business and goals.

We work in partnership with you so you are fit for the future.



COMMERCIAL QUALITY

We offer you a range of options to suit your requirements. Align your business with our world class equipment brands and harness the value to enhance your credibility in the market.

QUALITY

Life Fitness understands the realities of the commercial gym environment, and engineers equipment to suit this. The highest quality materials and components are used to achieve maximum uptime, a superior user experience and lasting durability. Life Fitness invests more in research and development than any other supplier in the industry.

VARIETY

Besides producing the most durable products in the industry, Life Fitness also has the most varied product offering. We have multiple lines of cardio and strength equipment from Life Fitness and Hammer Strength. We understand our customers all have different needs, that is why we offer a 4-tiered equipment ladder from Domestic right up to Premium options. We also have a full line of accessories to cater to every requirement. We stock a core range of colours, however we can also customise to your requirements - whether it is colour choice, materials or configurations. No other brand offers the width and breadth of customisation that Life Fitness NZ does. Our product portfolio is unmatched.

TECHNOLOGY

Life Fitness leads the industry with our state of the art integration with web, TV, apps and customisable workouts for your members. For club management, we have the leading back-end monitoring systems, all in realtime and connected to Life Fitness support in NZ and Worldwide.

RESIDUAL VALUE

Due to the incredible quality of Life Fitness products and the availability of parts, used Life Fitness equipment holds the highest resale value of any fitness manufacturer.



SIZE DOES MATTER

We are New Zealand's largest operator in the commercial fitness equipment market, and we are extremely proud of it as it speaks volumes for us as a business.

Your experience and your journey is paramount. Our purpose built warehouse and showroom facility in Hamilton is unrivalled in NZ. Onsite we showcase all the latest equipment and finishes, so you can see first-hand. We feel this is an important step in the decision making process. This service is unique to Life Fitness in New Zealand.

Enormous is one word to describe our warehouse footprint. We have over 3500m² across two sites and hold more stock than the rest of the industry combined. Our spare parts inventory alone is the envy of the industry.

Our investment to support your business doesn't stop there though - we run our own trucks for deliveries and installations, our own material handling equipment and we employ the largest support team of any provider in NZ.

Size brings strength that is impossible to match.



15 THE BOULEVARD, TE RAPA, HAMILTON, NEW ZEALAND

COMMERCIAL PROJECTS

PROJECT MANAGEMENT

We take the lead, so you don't have to.

Life Fitness manages the entire delivery process, including planning, installation and post-installation.

DELIVERY AND INSTALLATION

Life Fitness has an experienced installation team that travel throughout New Zealand. They install and commission equipment to the highest possible standards - with minimal intrusion. Because we use our own experienced team, your project installation is seamless with every contingency expected, accounted for and mitigated.

YOUR PROJECT

We have a DEDICATED PROJECT TEAM that will be in regular contact with you and will track the progress of equipment delivery. Our Project Team will co-ordinate with your builder and sub-trades to plan the optimal time for installation with minimal disruption and facilitating deadlines.

INSTALLATION TIME FRAME

Life Fitness knows a timely and fast installation is often critical to meeting an opening date. Careful planning, project management and clear communication ensures key milestones are always met.



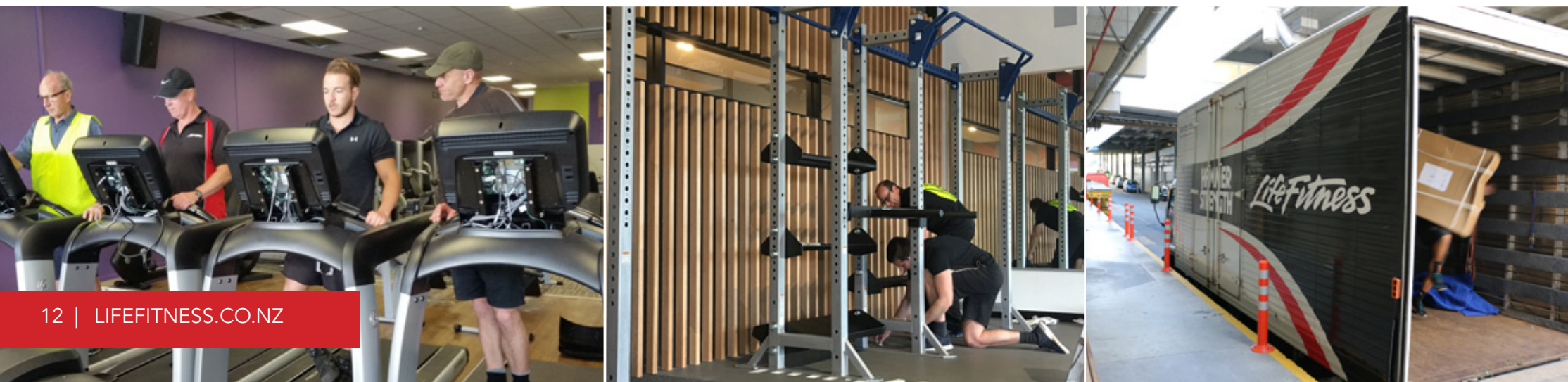
COMMERCIAL SERVICE

We understand that service is paramount to any successful relationship. That is why we back up our world-leading fitness equipment with solid service and support.

Our customer service success comes from not only the quality and reliability of our equipment, but our dedicated response mentality. We understand the cost and frustration of facility downtime.

We have an experienced Life Fitness Service Technician network team based throughout New Zealand, plus a dedicated team at Head Office. Our support team work tirelessly to minimise your equipment downtime. Our customer-centric approach is proactive and delivers customer support beyond the industry precedent. We deliver Life Fitness quality support from technicians to parts advisors to ensure make sure your facility is running at full capacity. This support network is why Life Fitness have earned the reputation as the world's most reliable fitness equipment supplier.

Our Technical Support Team can be contacted easily by telephone, email or our online contact form.



Life Fitness NZ

Office | Showroom | Warehouse
15 The Boulevard, Te Rapa
Hamilton, NZ
0800 895 185
www.lifefitness.co.nz

Upper North Island Territory Manager
021 710 263

Central North Island Territory Manager
021 710 220

South Island Territory Manager
021 710 684

Sales Manager
021 710 269

Project Team
07 849 3364 ext 1

Service Department
07 849 3364 ext 2

Parts Department
07 849 3364 ext 3

▲ Service Technician Team Bases ▲



We are more than fitness equipment suppliers

We believe that you should work with people who not only understand where you are coming from, but instinctively know what you need to take the steps to build and grow your business.

Utilise our expertise in the fitness industry to build your dream with world-leading equipment.

When you partner with us you're not only becoming a client, you're joining the Life Fitness team.

**HAMMER
STRENGTH®**

LifeFitness

A close-up, low-angle shot of a person's legs running on a treadmill. The person is wearing dark blue leggings and black sneakers with tan soles. The treadmill is silver and black, with the 'Life Fitness' logo visible on the side. In the background, other treadmills and the legs of other runners are visible, slightly out of focus.

**TOGETHER
FOR THE
LONG RUN**

lifecyclefitness.co.nz