

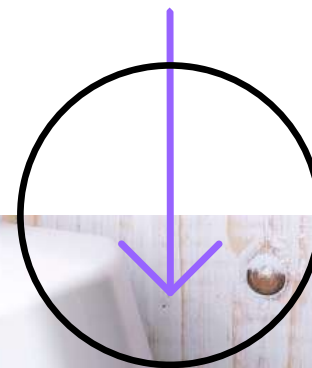


NOT JUST PUSH-UPS + SIT-UPS...

IT'S NOT A PROGRAM,
IT'S A PROMISE.

WHAT IS AN EXERCISE ENGAGEMENT CONCIERGE?

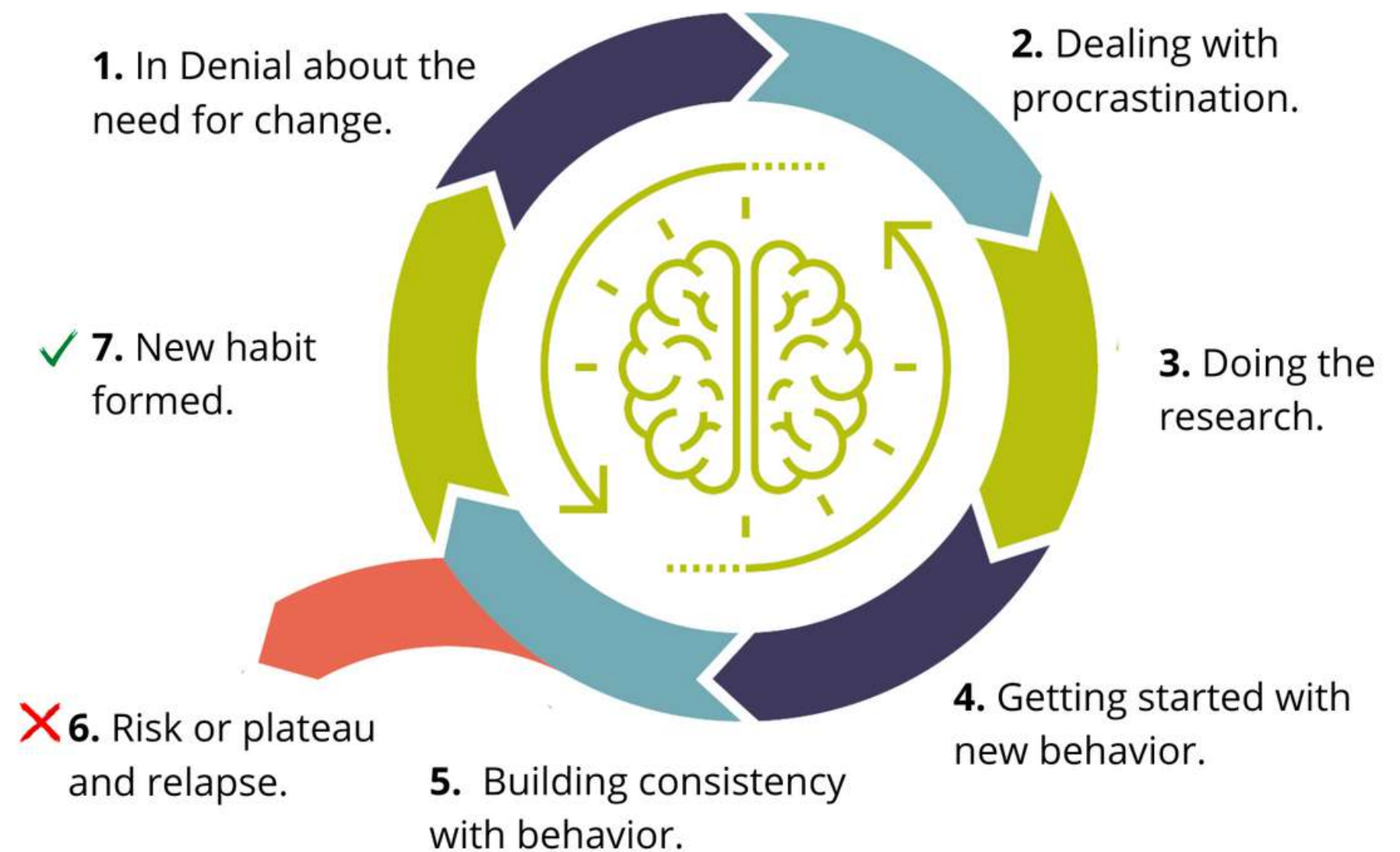
BETTER BEHAVIOR + EXERCISE SUPPORT SERVICE DESIGNED TO
MAXIMIZE RESIDENT UTILITY THROUGH CUSTOMIZED ACTION PLANS.



About Us

Manhattan Exercise Company is an exercise engagement concierge providing behavioral change-based support for people that need help pursuing and maintaining better exercise and nutrition behaviors. Our **Better Behavior + Exercise Support** approach emphasizes attaining consistency by providing clients with personal "tracks" towards their vision. MECO provides professionals, programs, and ancillary resources that can help people capitalize on opportunities and overcome hurdles in pursuit of their vision.

TRANSTHEORETICAL MODEL OF BEHAVIORAL CHANGE



PROMOTING CONSISTENT ACTIVITY + HABITS.

Our Philosophy



Awareness

The act of coming to terms with where you are at in the stages of behavioral change and understanding why.



Acknowledgement

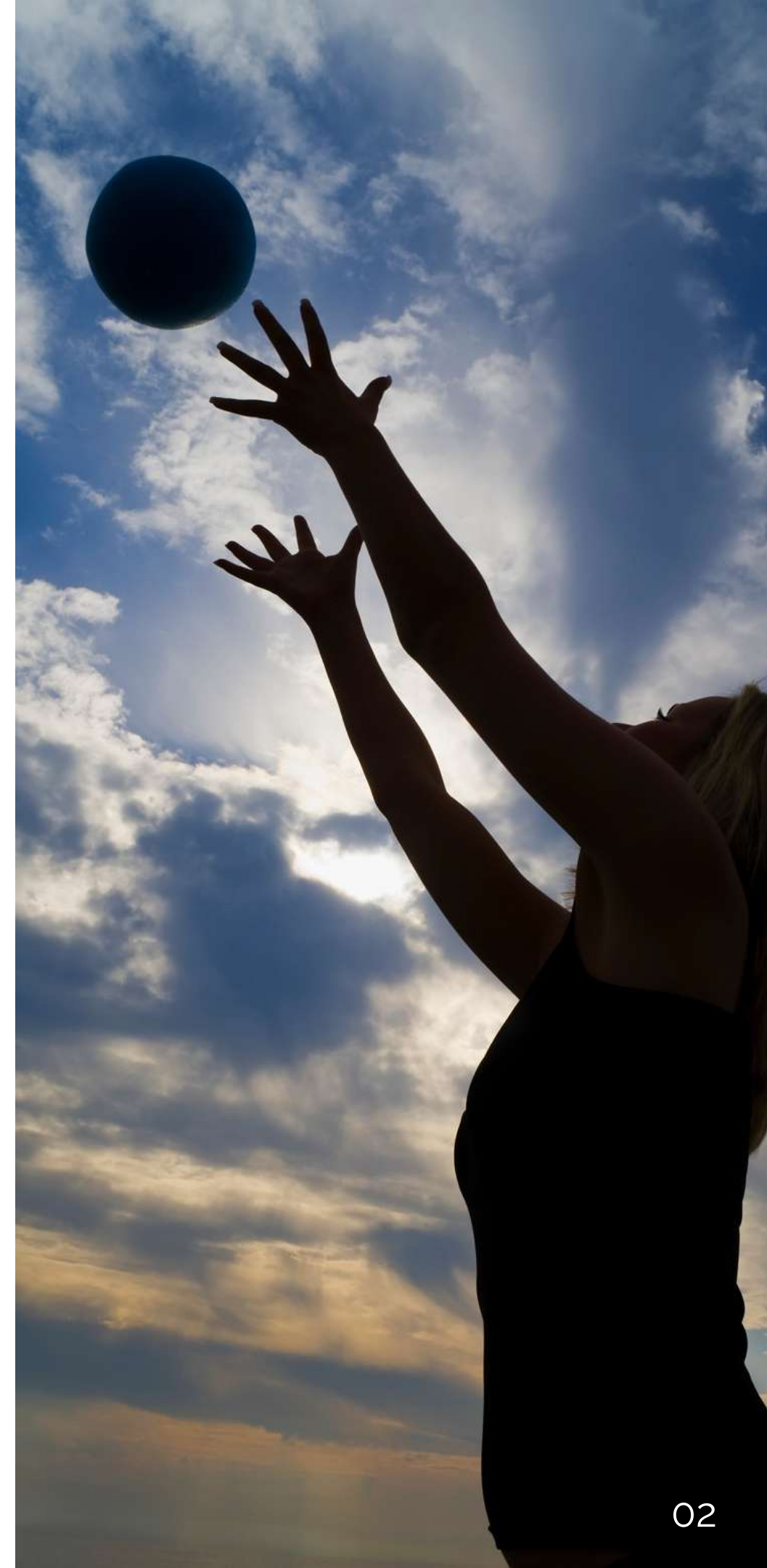
Identifying opportunities and obstacles that you are predisposed to as you prepare to confronting your chance of change.



Action

Determining specific tactical action steps that will allow you to focus on and track your progress towards your goals..

We believe that in order to enjoy sustainable change, one must become aware of, acknowledge the impact of, and act in response to the innate and circumstantial possibilities and hurdles of their experience. Our objective is to convert where you into the springboard for progress, success, and sustainable better behavior. This is why our framework of awareness, acknowledgement, and action are paramount to any individual that decides to work with us.



HOW WE CAN HELP.

Micro-Engagement Approach

MECO's "micro-engagement" support system is designed to optimize community ROI by optimizing the number of residents actively engaged with our various propositions. Our objective is behavioral change and support, and we do this through tactical planning, practical accountability, and personalized support. MECO's Exercise Engagement Concierge approaches your community with more precision than a "one-size fits all" traditional exercise program. Resident engagement will be based on personal goals and trackable metrics of success.



Discovery Call

Contact MECO 24/7 by calling our HopeLine at **1.877.372.1322** to let us know how we can help you.

PREPARATION PHASE



Ice Breaker

Mindset call, service recommendation, consultation matching + pricing discussion.

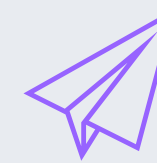
RESEARCH PHASE



Tactical Action Plan

Fitness assessment, and nutrition consultation followed by Top 5 goal setting and tactical action planning.

ACTION PHASE



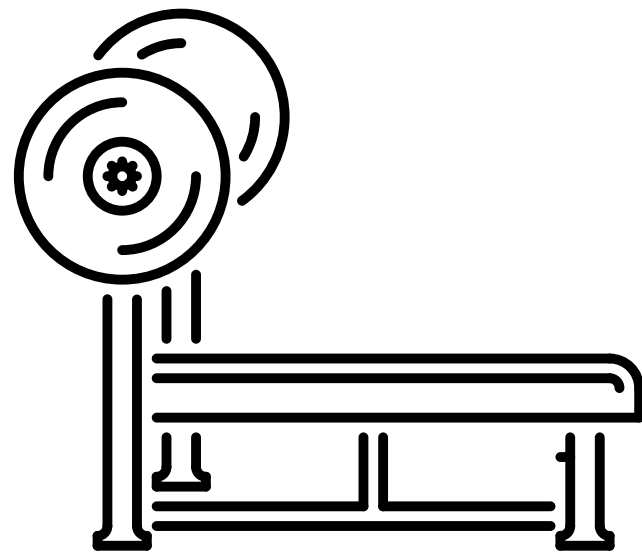
Success Tracking

Chats with a Success Coach to balance accountability with self-forgiveness as you progress.

MAINTENANCE PHASE

Resident Support Systems

Exercise Behavior



- ✓ Group, Semi-Private, and Private
- ✓ Curated Community Fit Pros Team
- ✓ Destination Exercise Support

Nutrition Behavior

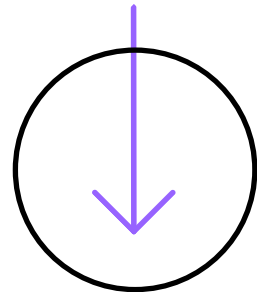


- ✓ Community Registered Dietitian
- ✓ Meal Plan Support
- ✓ Curated Chef Meal Delivery

Accountability



- ✓ Certified Health + Wellness Coach
- ✓ Coaches Accountability + Check-ins
- ✓ Prescriptive Support



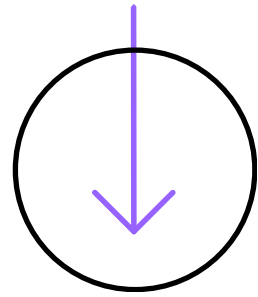
FOOD, FITNESS, AND GOAL BENCHMARKING

Ice Breaker

In order for MECO to get to know the community members and ways we are able to support, residents will have the opportunity to speak to various members of the team to discuss their needs and goals. The MECO Ice Breaker Pyramid entails the following

- ✓ **Personality Support Assessment**
- ✓ **Mindset + Goal Consultation**
- ✓ **Physical Fitness Assessment**
- ✓ **Introductory Nutrition Consultation**
- ✓ **Tactical Action Plan**

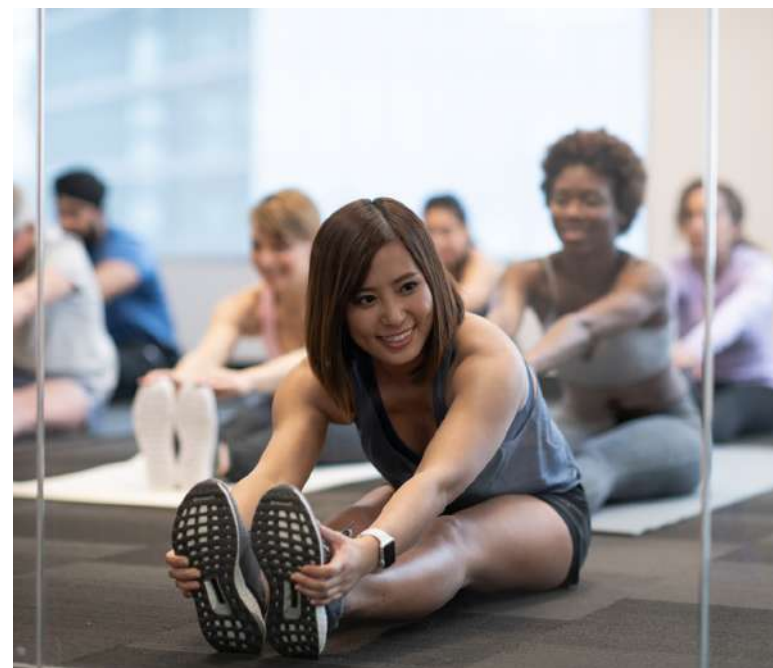


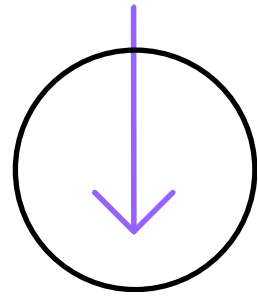


MULTI-MODE GROUP EXERCISE CLASSES.

Group Exercise

MECO Fusion Group Exercise is a multi-mode approach to your community's group class schedule. Our network of curated fitness professionals possess a diverse array of personalities, talents, specialties, and interests. This type of diversity allows MECO to create "a la carte" experiences strategically designed based on your community's brand, demographic make-up, and interests! Whether Bootcamps, Cardio Boxing, Barre, Yoga, or Zumba (to name a few). We have great people to help run a well-rounded and dynamic program!





PERSONAL TRAINING + DYNAMIC SUPPORT

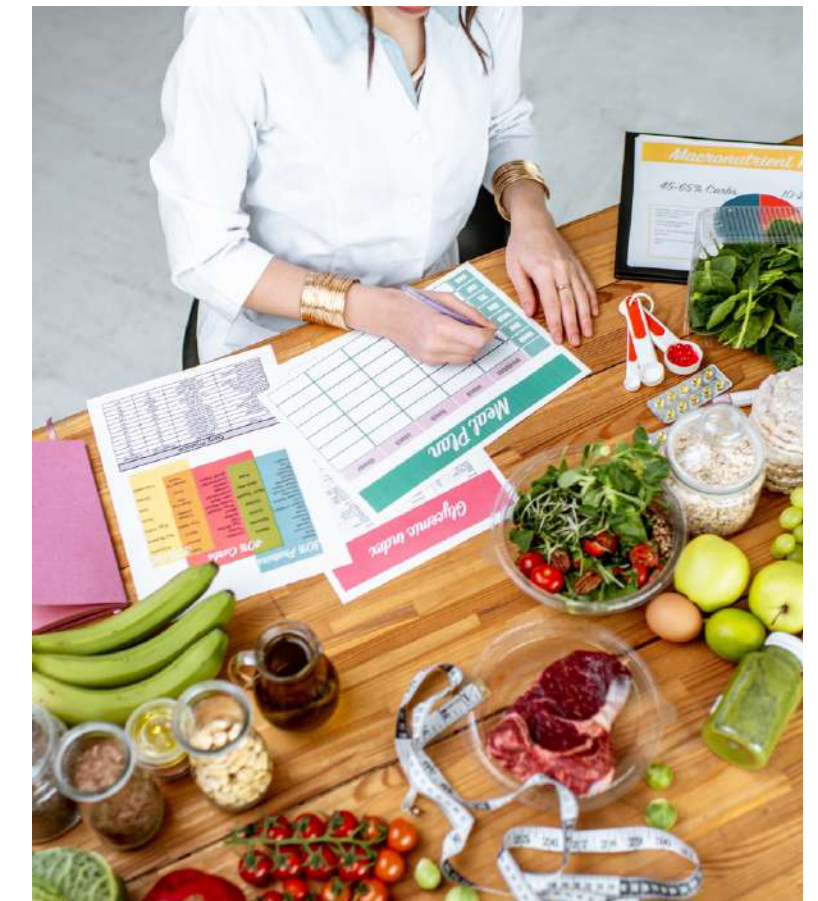
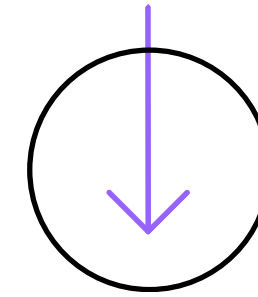
Fusion Private Exercise

MECO Fusion Exercise is a personal training program that combines traditional private training with related exercise support (as deemed necessary by your progress). In addition to working with a personal trainer we may recommend (or you may request to) use your sessions for different purposes like private yoga, boxing, nutrition coaching, and goal coaching. This approach gives us the opportunity to get to know what works best for you and what challenges need to be adapted to. Ultimately, it allows us to combinedifferent modes of support as we work with you to determine what type of support is most helpful!



Nutrition Help

MECO Food Help is designed to give you the tools to pursue your nutrition, weight, and health targets within the context of your daily routine, lifestyle needs, and food preferences. Along the way, we will provide you with a customized (7-day) “dynamic micro-meal plan” that will evolve as we get to know your unique food behaviors, hurdles, and considerations. As an important way to stay on track, you will develop a relationship with your personal Registered Dietitian Nutritionist who will meet you for regular video-conference chats to discuss your experience and to refine the plan. By working through your personal diet and nutrition considerations, our goal will be to help you develop a sustainable approach towards the food habits and lifestyle changes that you desire and are able to maintain.



SUCCESS TRACKING + ACCOUNTABILITY

Success Coaching

MECO Lightwork is a bi-weekly 1-on-1 conversation with a MECO Goal Coach that will provide "higher self" targeting and accountability support to help you commit to what you say they want. The goal is to help empower people to make life-altering decisions through empathy, personal space, and SMART targeting. In order to set targets, we will begin with envisioning and bringing specific awareness to the areas of desire and opportunity so that we know what to pursue. From there, the focus turns to acknowledging current considerations that will impact your progress. Lastly, we will set a measurable plan to by establishing your goals and setting them into motion.

