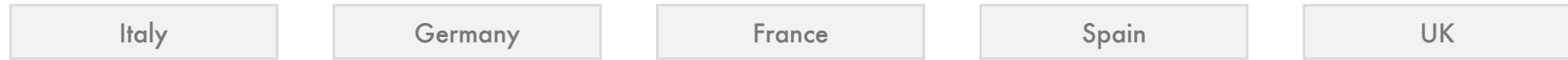


IC Market Tracking
Home Fitness Equipment
in Europe TOP 5 2017

Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2020** based off on our econometric forecast model.
- ✓ Awareness of **market position** and development during the last two years in comparison with major competitors and with respect to:
 - Total Market
 - Regional Markets
 - Product groups
 - Customer Segments
 - Distribution Channels
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic representation, interactive charts and tables which allow rapid application and utilization of the provided data.





Product Groups		Distribution Channel
Cardiovascular Systems	Strength Systems	Specialized Dealers
Treadmills	Single station	E-Tailers
All cross trainers/ Elliptical/Stepper	Multi-station	Mass Market & Other
Spinning bikes	Plate loaded systems	
Cycles and Ergometers	Benches, racks	
AMT		
All others		

For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

Definition and Demarcation

Product Groups	Cardio Vascular Systems
Spinning bikes	All forms of spinning machines
Cycles and Ergometer	All kind of upright and recumbent bikes
All cross trainers Elliptical/Stepper	All (or combinations of) Cross Trainers, Ellipticals and Stepping Machines
Treadmills	All kind of running machines
AMT	Adaptive Motion Trainer
All others	Rowing machines, stairclimbers, stretchers, arm ergometers, exotic machines, new innovations, combinations (Treadclimber, etc.)
Product Groups	Strength Systems
Not included: Mini steppers and other accessories	



Distribution Channels

Specialized Dealers

Sales via a system of expert distributors

E-Tailers

Selling goods electronically, as over the Internet

Mass Market & Other

Products are offered to every customer through mass retailers or independent stores

Regions

Italy

Germany

France

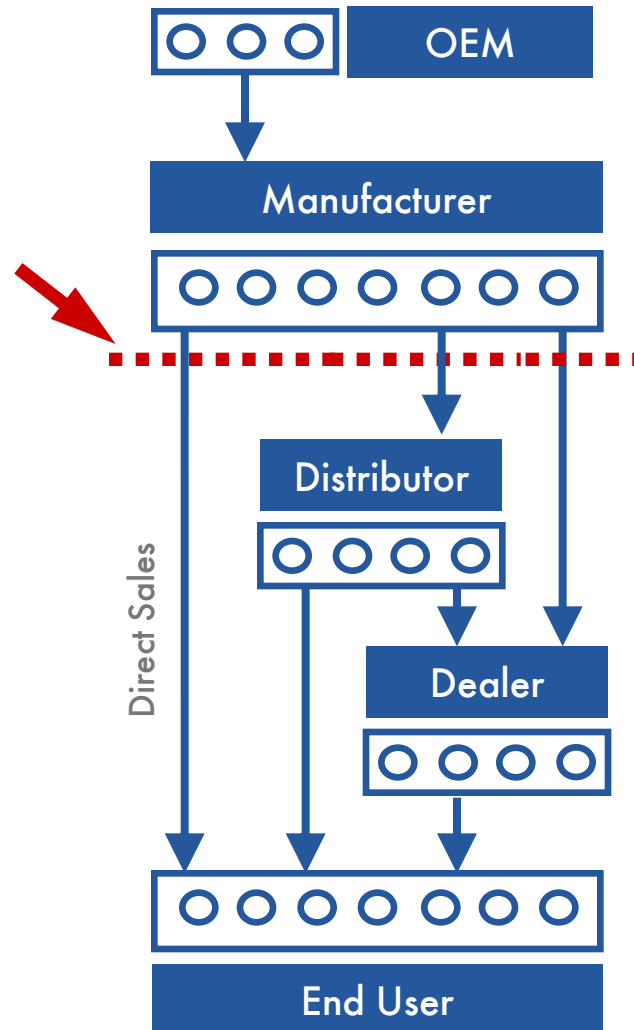
Spain

UK

What Do We Measure in Our Reports?

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



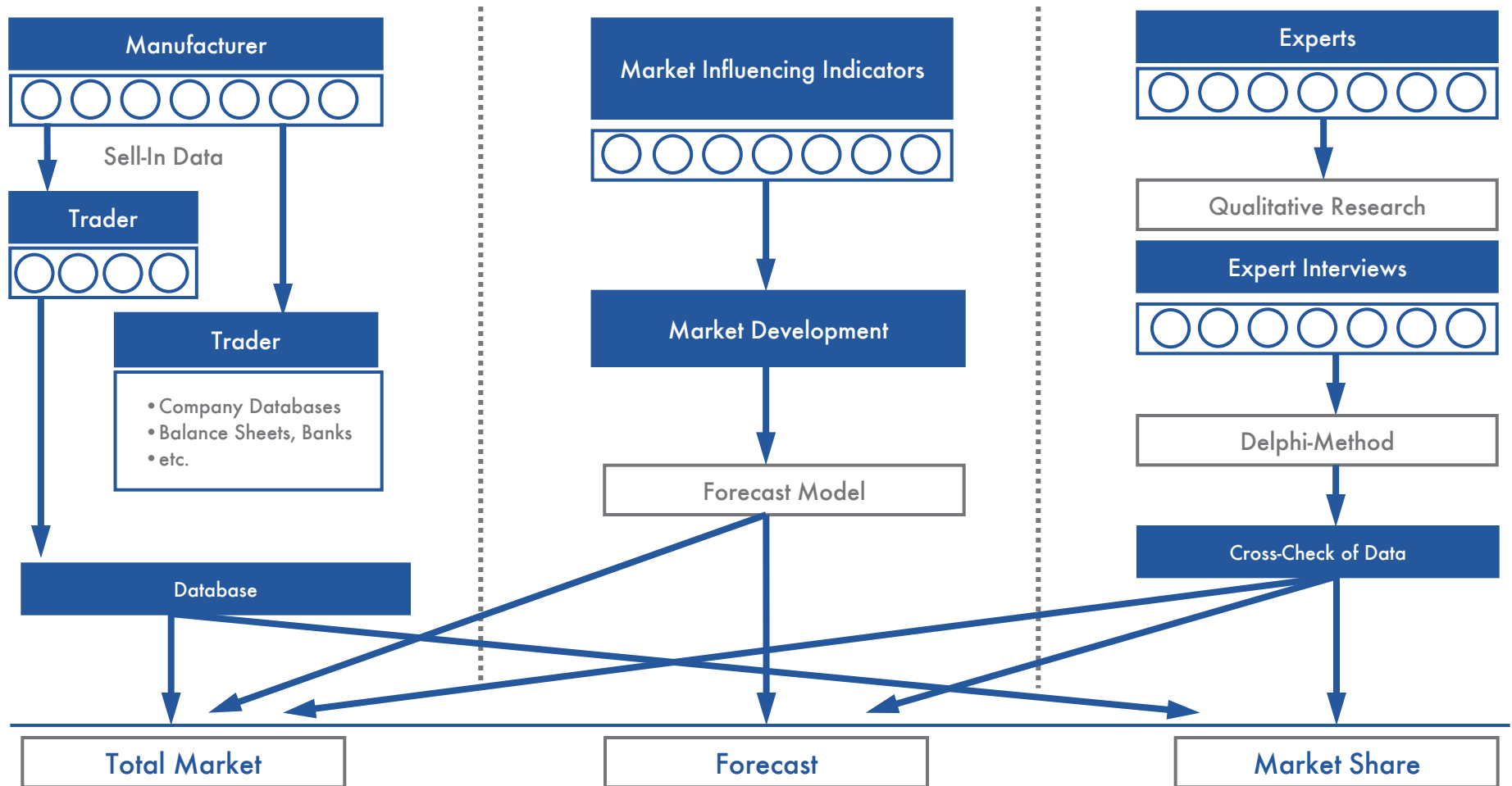
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

How Do We Conduct Our Research?

Description Structure of Survey Methodology

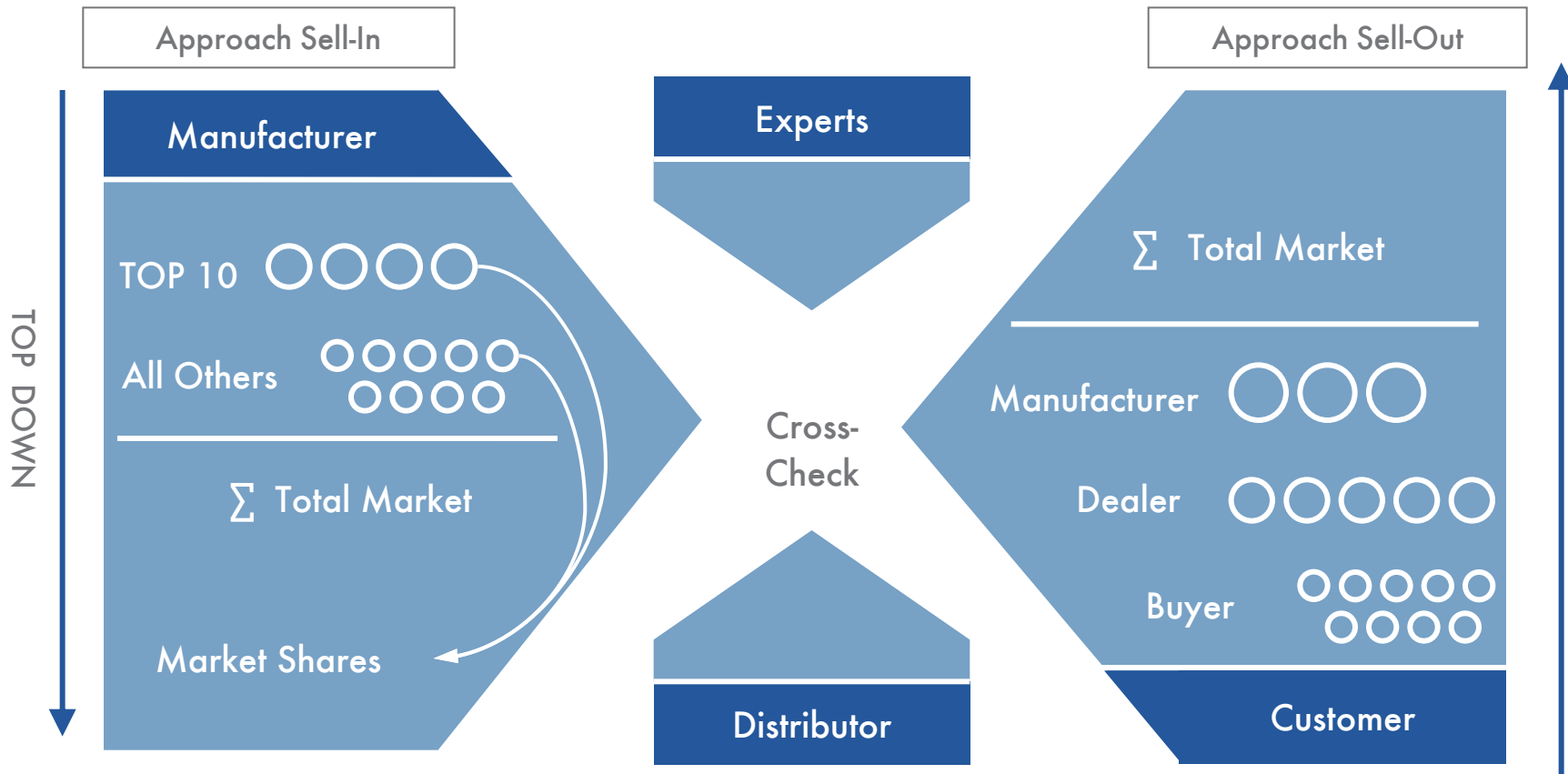
Methodology



How Do We Cross Check the Data?

Description Structure of Survey Methodology

Methodology

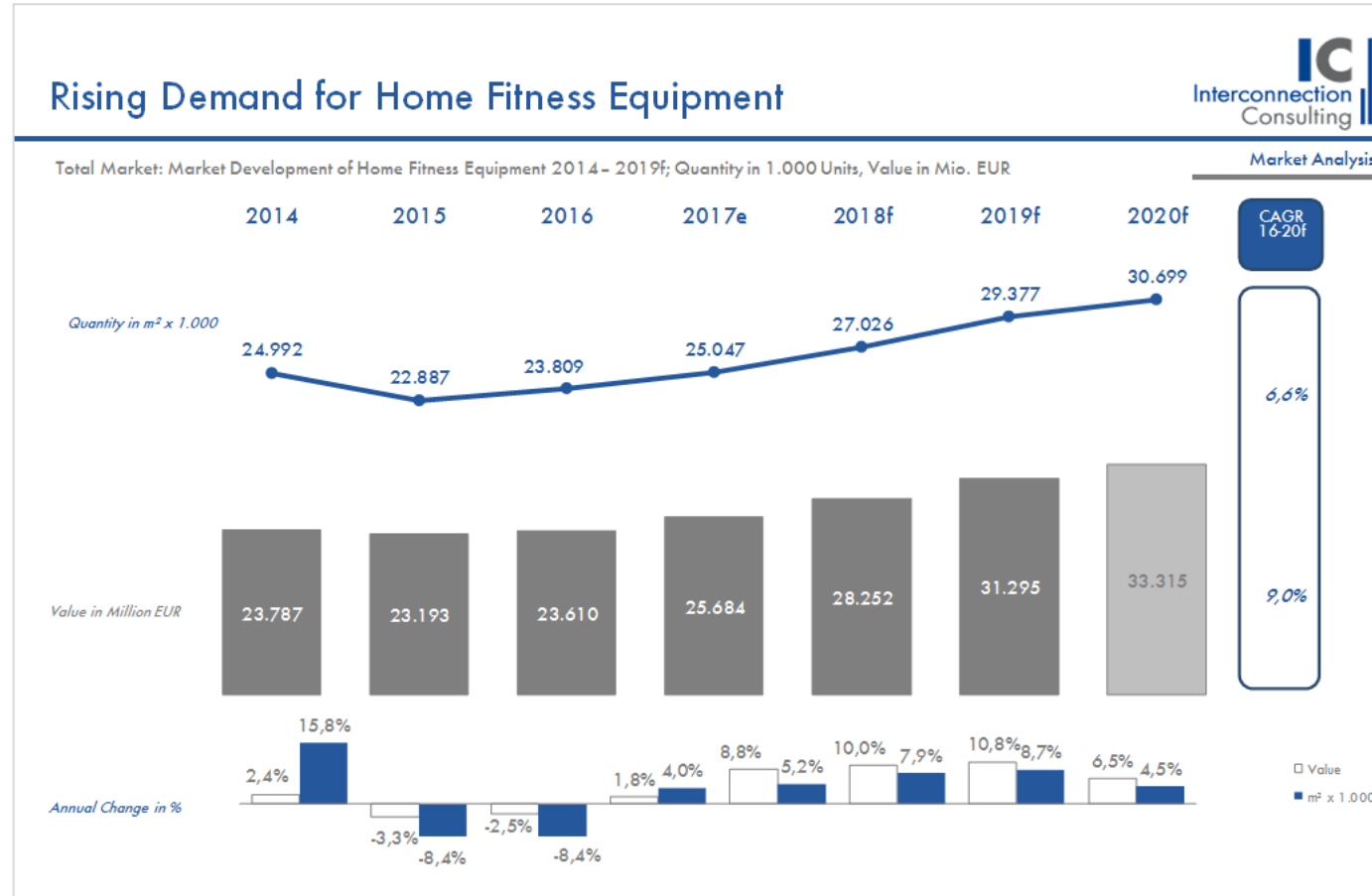


The IC Market Tracking® is modularly built and consists of the following sections:

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

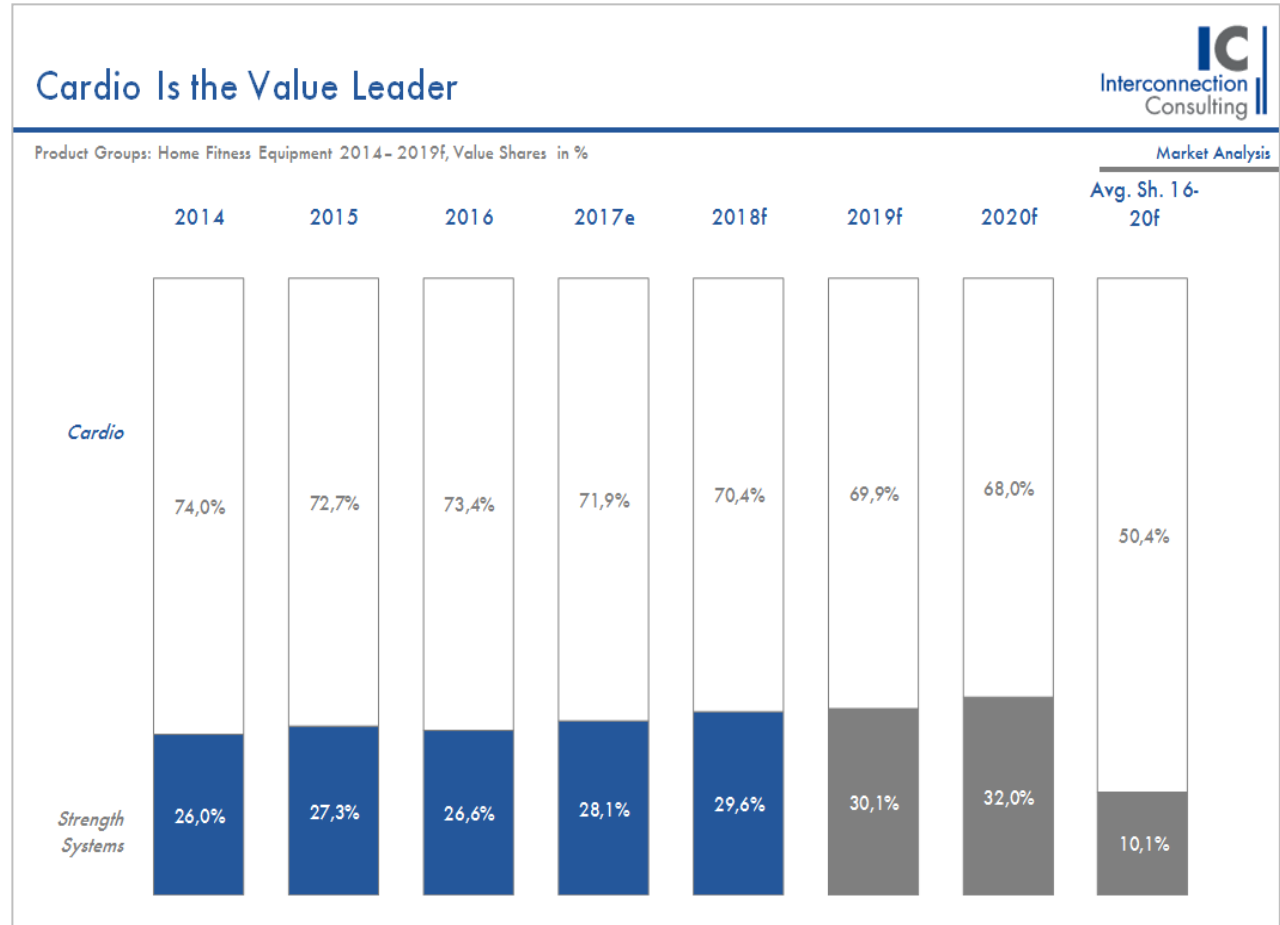
What Is the Total Market Development?

- Overview of the total Market until the current year and Forecast for the upcoming three years.
- *This chart shows dummy figures.*

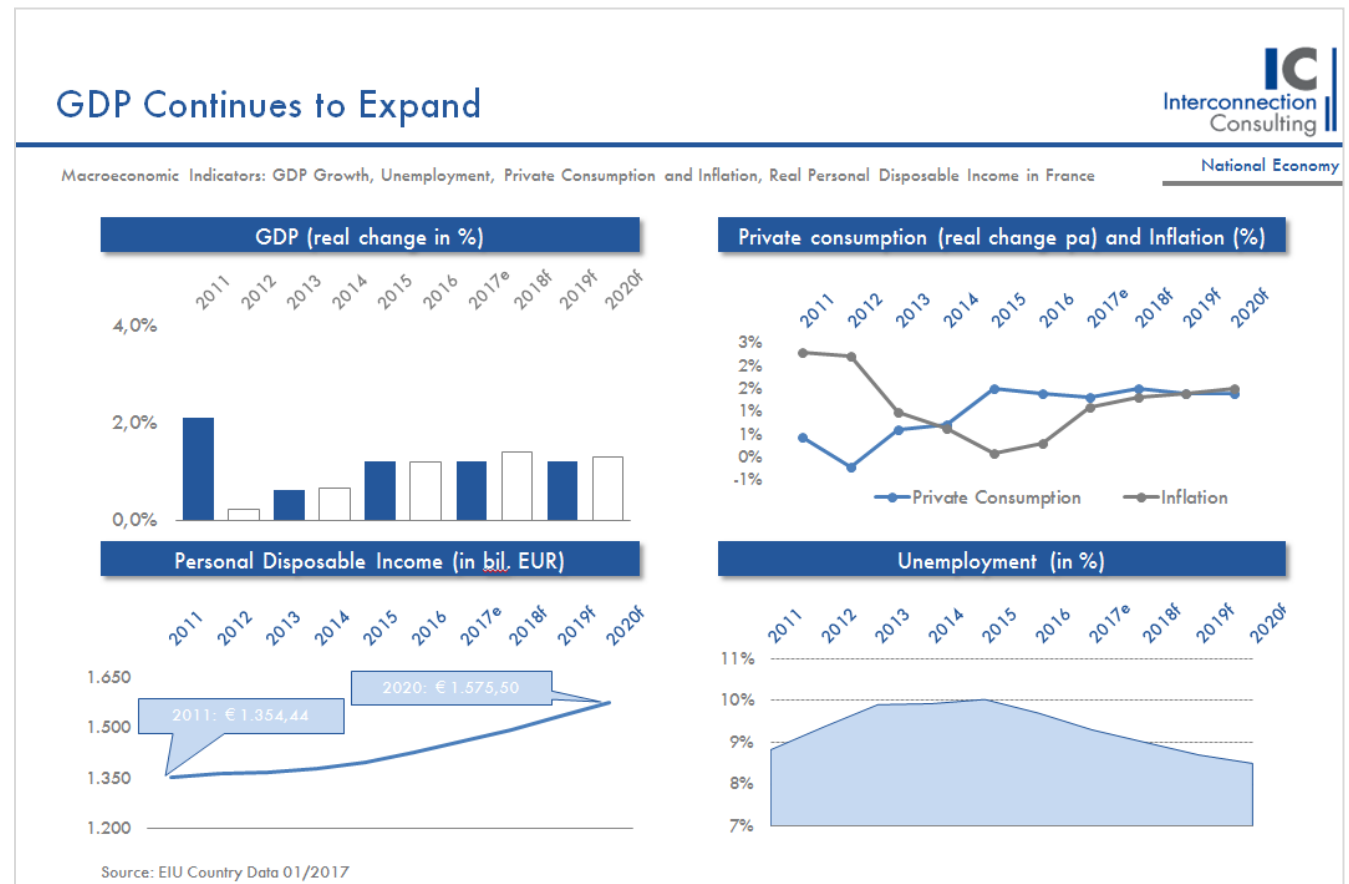


Which Product Groups Will Be Profitable?

- Overview of the Frame Materials Segmentation, Customer, Distribution Channels.
- *This chart shows dummy figures.*



- The data for the market environment consists of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- *This chart shows sample figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.925	21
Segment C	8.434	10.794	
Segment D	18.592	14.624	13
Segment E	1.332	2.229	6
Total	36.958	42.025	47

Investment Plan for Your Market Analysis

	IC Subscription	Single Issue	Scale of Discounts	
Total **	€ 9.882.50	+25% for Single Issues	€ 4.000,-	10%
Single Country	€ 2.950,-		€ 6.000,-	20%
			€ 10.000,-	25%
			€ 13.500,-	33%

Available Regions	Italy	Germany	France	Spain	UK
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* **IC Subscription:** 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

** Price taking into account the scale of discount.
Price includes an interactive PDF Document. All prices shown exclude sales tax.



Interconnection Provides Data for Corporate Decisions



Our Market-Intelligence Tools



If there are any questions please
do not hesitate to contact us!

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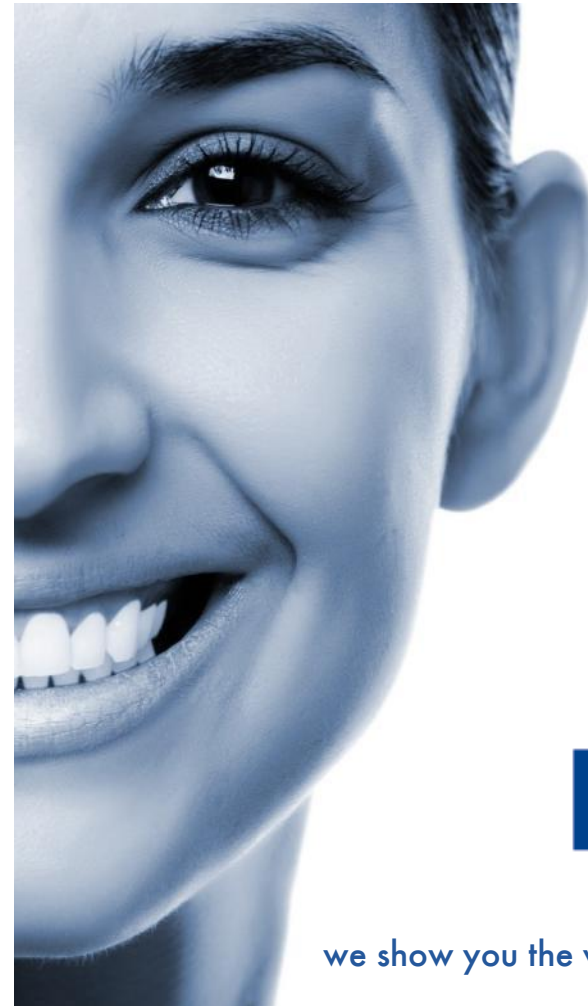
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