

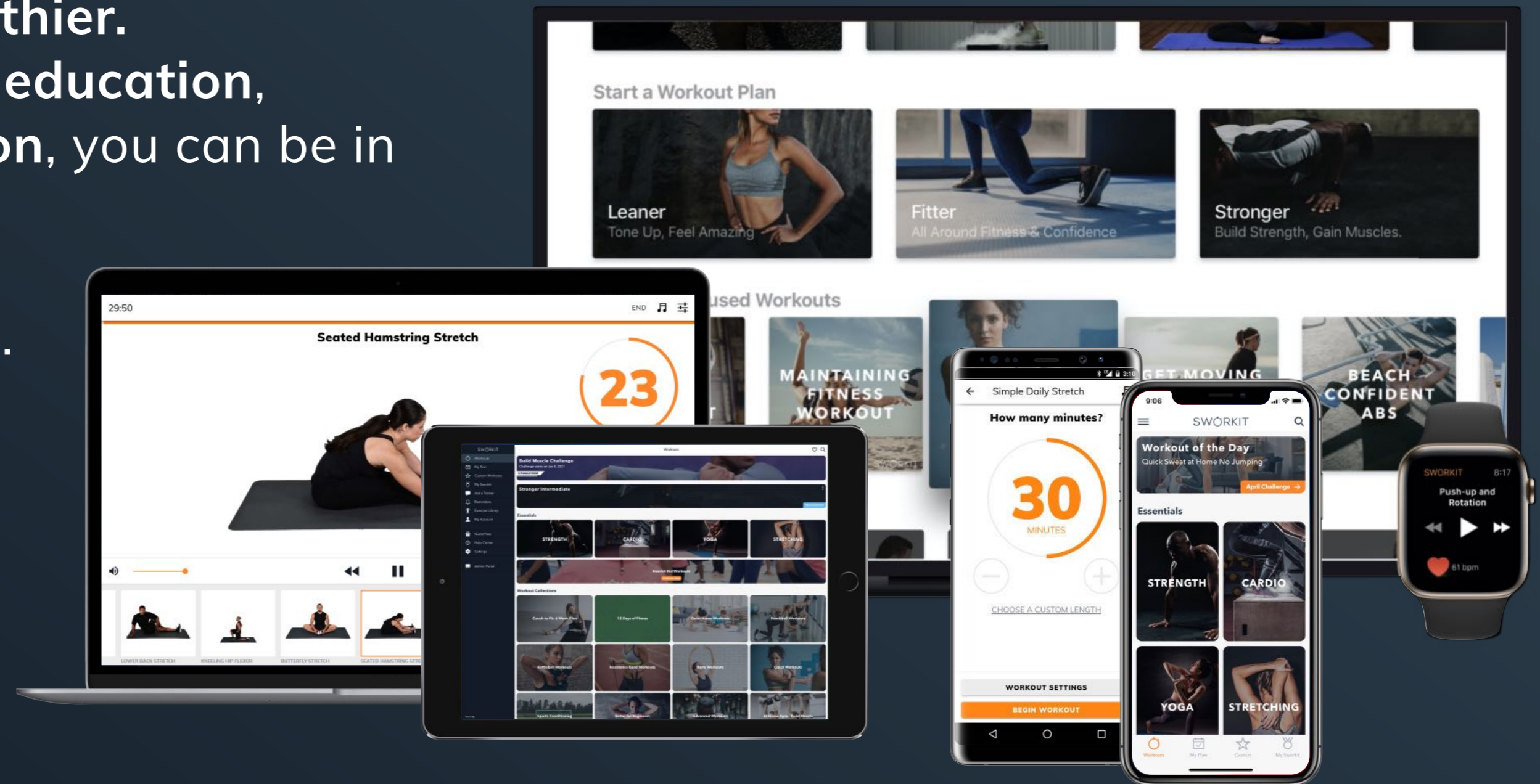
# SWÖRKIT

FITNESS MADE SIMPLE

We create **simple** tools that make the world **stronger, smarter, and healthier.**

We believe that with a little **education, persistence, and perspiration,** you can be in the **best shape of your life.**

Simply work it, with Sworkit.



# About Sworkit

FITNESS MADE SIMPLE

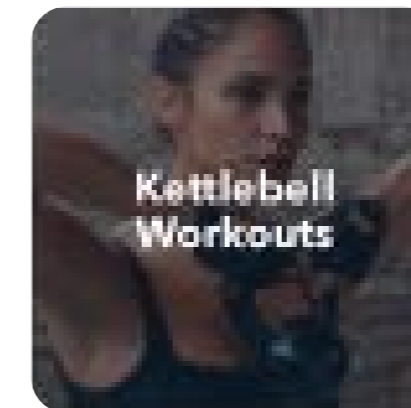
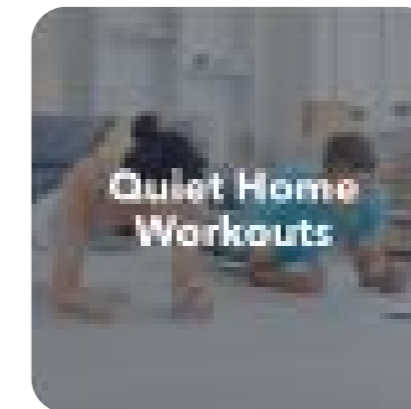
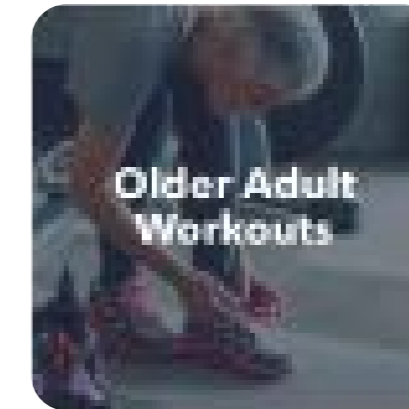
## UNLIMITED WORKOUTS

Premium Access to Sworkit's industry leading digital fitness platform with over **950+** exercises guided by our Certified Personal Trainers.

**Hundreds of workouts** customized to meet you where you are in your personal fitness journey. athletes, beginners, soon-to-be moms, older adults, kids, quiet non-disturbers, avid runners/cyclers, rehab, and much more!

## WORKOUTS FOR EVERYONE

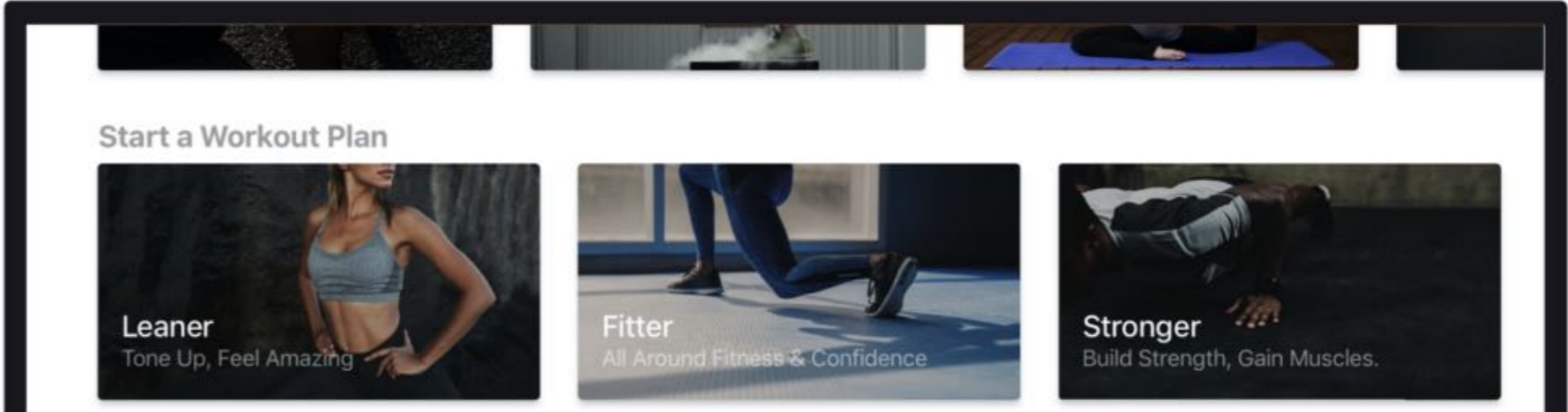
- Strength
- Cardio
- Yoga
- Stretching
- Kids Workouts
- Beginner to Advanced
- Guided Fitness Plans
- Quiet Home Workouts
- Quick Workouts
- Sports Conditioning
- Rehab & Care
- Focused Training
- Pre and Post Pregnancy
- Older Adult Workouts
- Monthly Challenges & More!



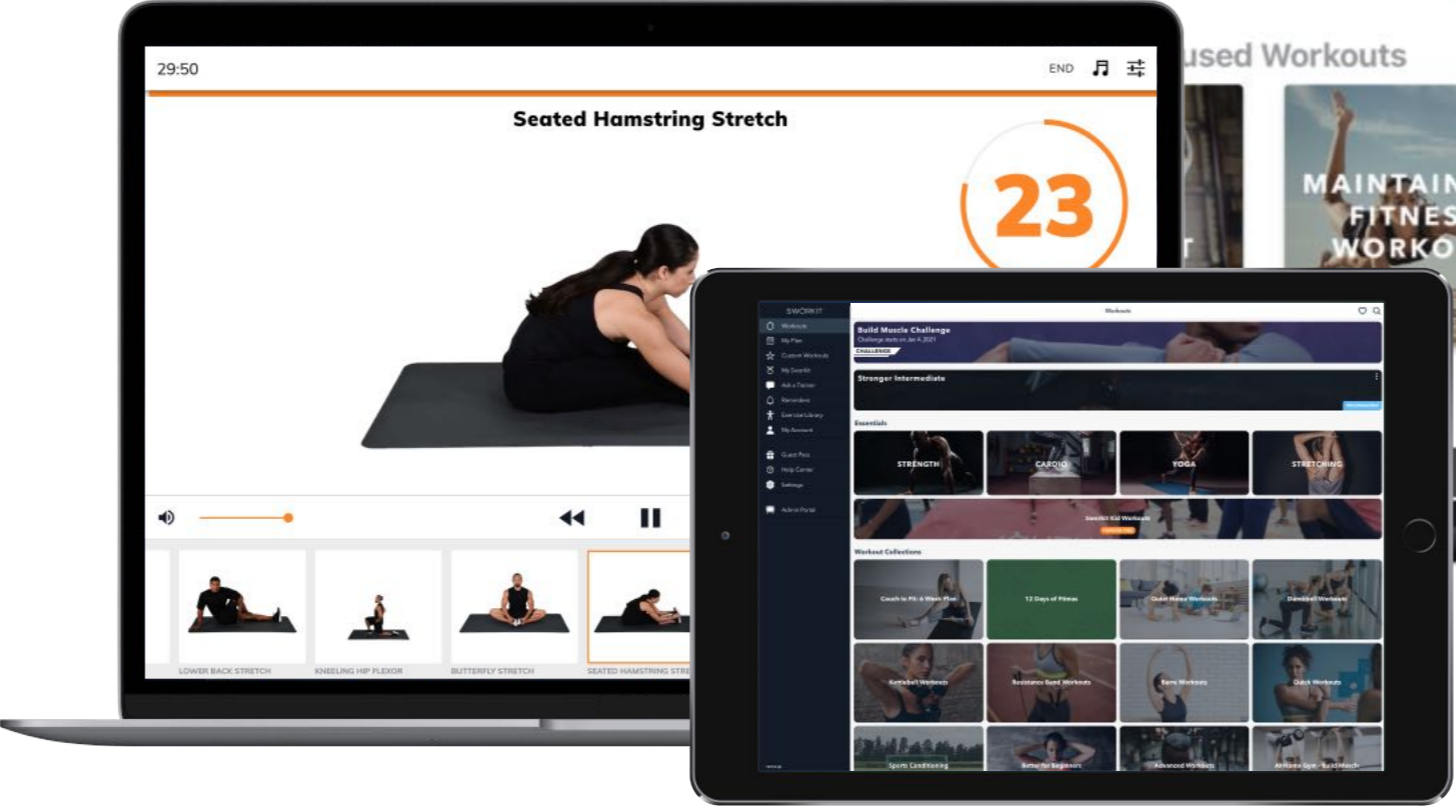
# Sworkit Platforms

WORKOUT ANYWHERE, ANYTIME

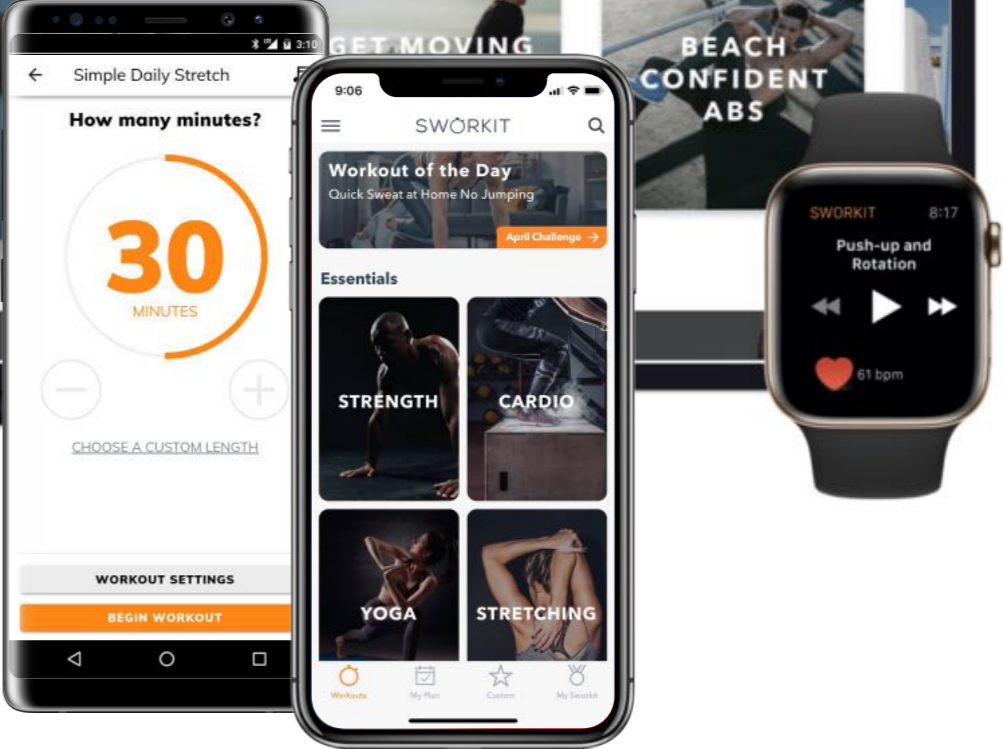
APPLE TV



DESKTOP



iPAD / TABLET



ANDROID / iPHONE



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# The Science of Exercise

WHY EXERCISE?



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# The Science of Exercise

## WHY EXERCISE?



### EXERCISE CAN HELP US SLEEP BETTER

“Greater physical activity levels has been shown to improve sleep” (Kline 2015)



### WHEN YOU LOOK GOOD, YOU FEEL GOOD

“Workers that exercise showed significantly higher job satisfaction, more positive body image, and fewer sick days” (Aghop 1986)



### PHYSICALLY STRONGER

Decreased fall rates later in life, greater bone density, and improved functional independence (Fiatoroni, 2013)



### INJURY AND ILLNESS PREVENTION

Heart disease, diabetes, asthma, back pain, arthritis, cancer, dementia (Mayo Clinic, 2020)



### EXERCISE MAKES YOU FEEL BETTER

Elevated serum  $\beta$ -endorphin concentrations induced by exercise have been linked to several psychological and physiological changes, including mood state changes, “exercise-induced euphoria,” and altered pain perception. (Harbor, 1984)



### CONFIDENCE

“Improved self-confidence in persons that consistently exercise” (Morris, 2004)



### LOWER RISK OF ANXIETY/DEPRESSION

“Significant large overall effect on anxiety/depression reduction favoring exercise intervention.” (Schuch, 2016)



### IMPROVED BRAIN FUNCTION

Exercise increases brain derived neurotrophic factor which improves brain function. (Leckie, 2014)

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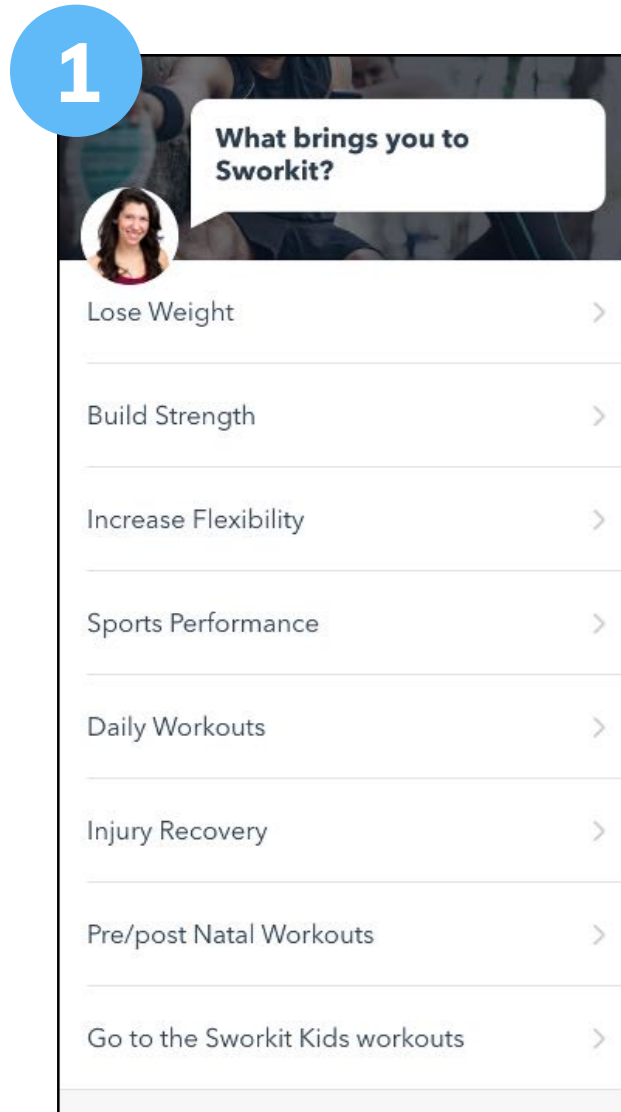
# Sworkit Features

THE BASICS EXPLAINED

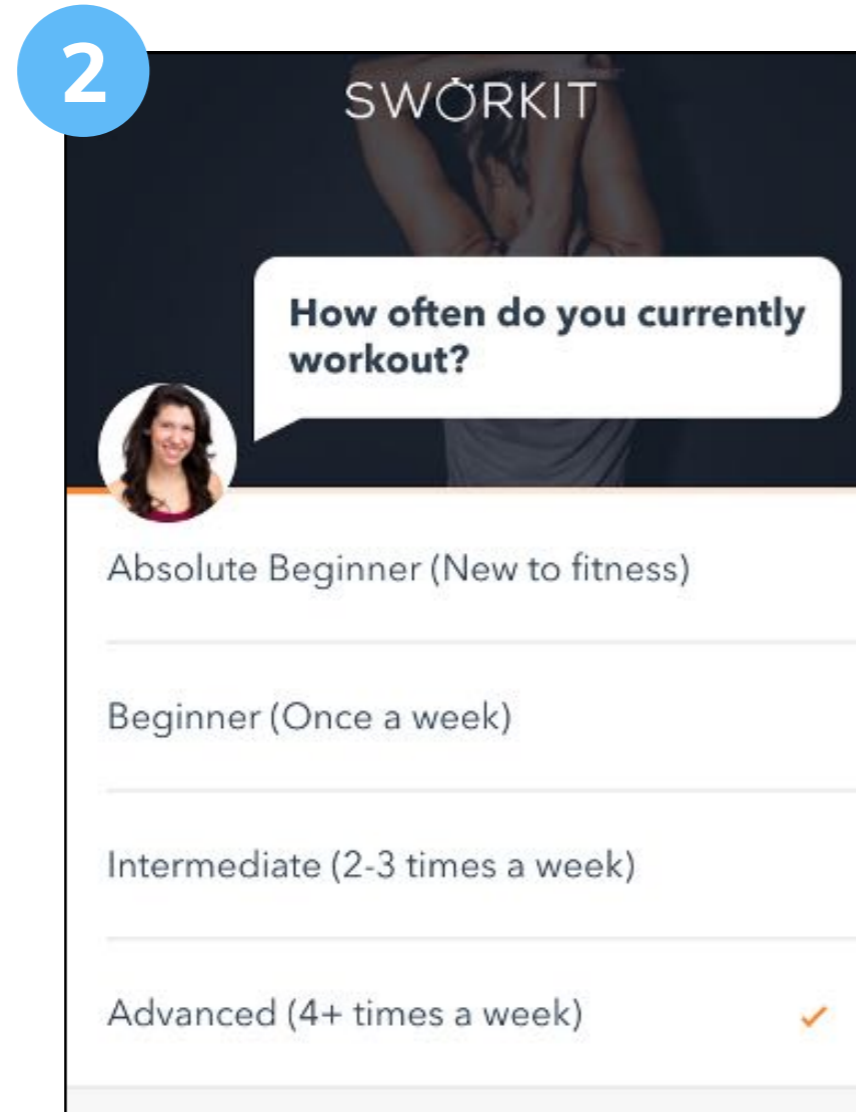


# Personalized Recommendation

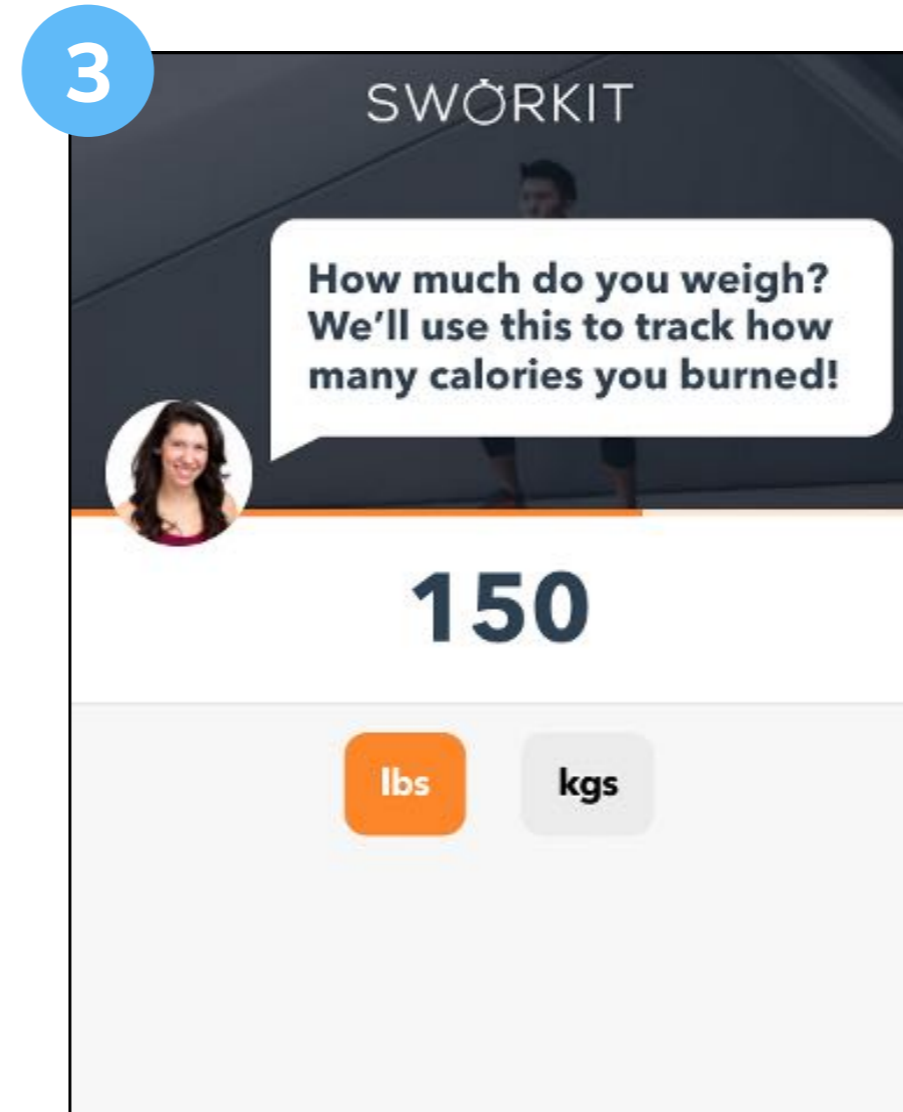
EASILY GET STARTED



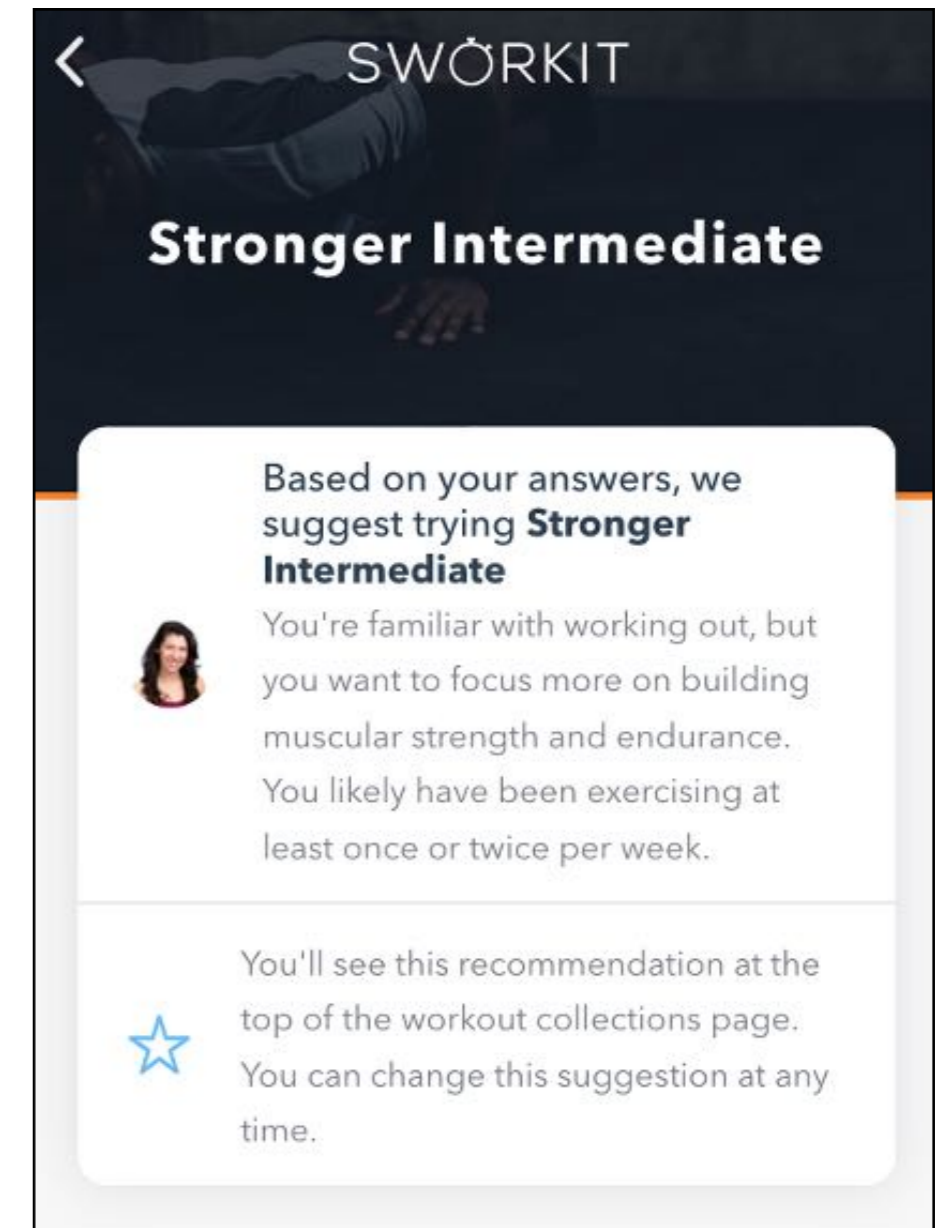
WHAT ARE YOUR INTERESTS?



WHAT'S YOUR CURRENT FITNESS LEVEL?



ANSWER A FEW MORE QUESTIONS



RECEIVE A PERSONALIZED WORKOUT PLAN!

# Sworkit Features

WORKOUTS FOR ANY GOAL

## 6 WEEK PLANS

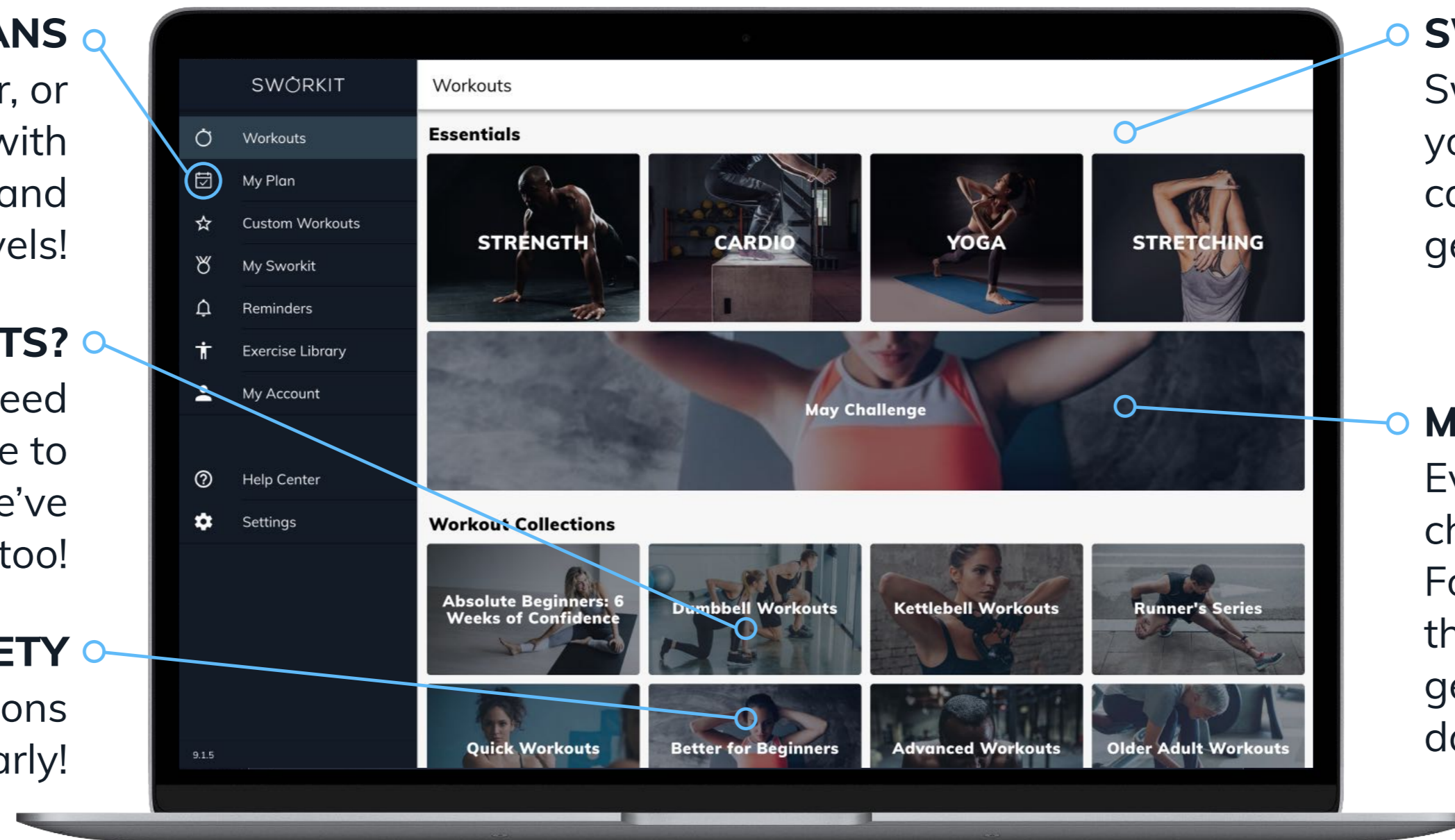
Plans to get leaner, fitter, or stronger - each with beginner, intermediate, and advanced levels!

## WANT WEIGHTS?

Most workouts don't need weights, but if you'd like to add small equipment, we've got that too!

## VARIETY

New workout collections are added regularly!



## SWORKIT ESSENTIALS

Switch it up depending on your mood! Select strength, cardio, yoga, or stretching to get a list of those workouts.

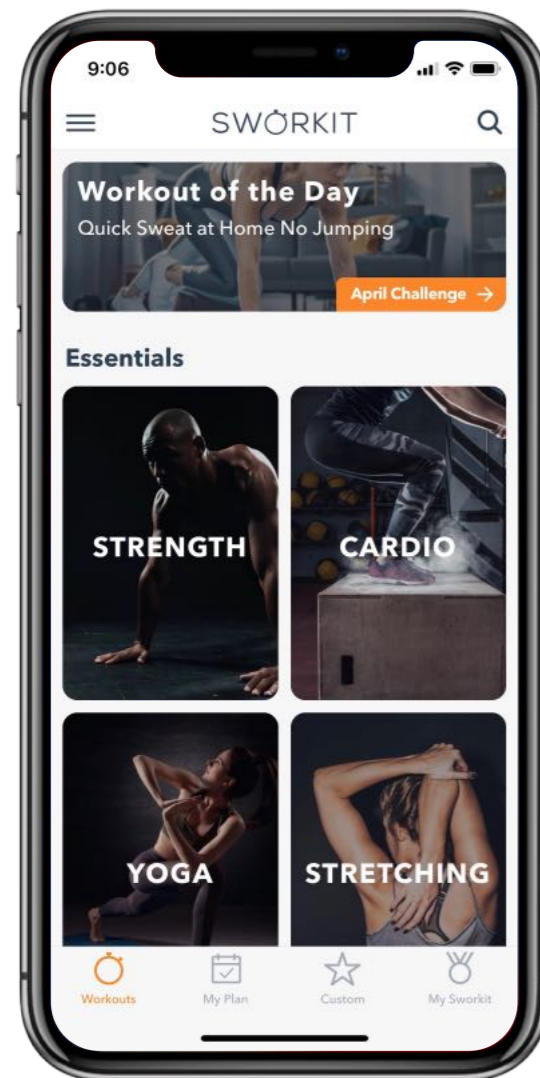
## MONTHLY CHALLENGES

Every month there's a new challenge to follow along! For each day of the week, there's a new workout, never get bored again with your daily workout!

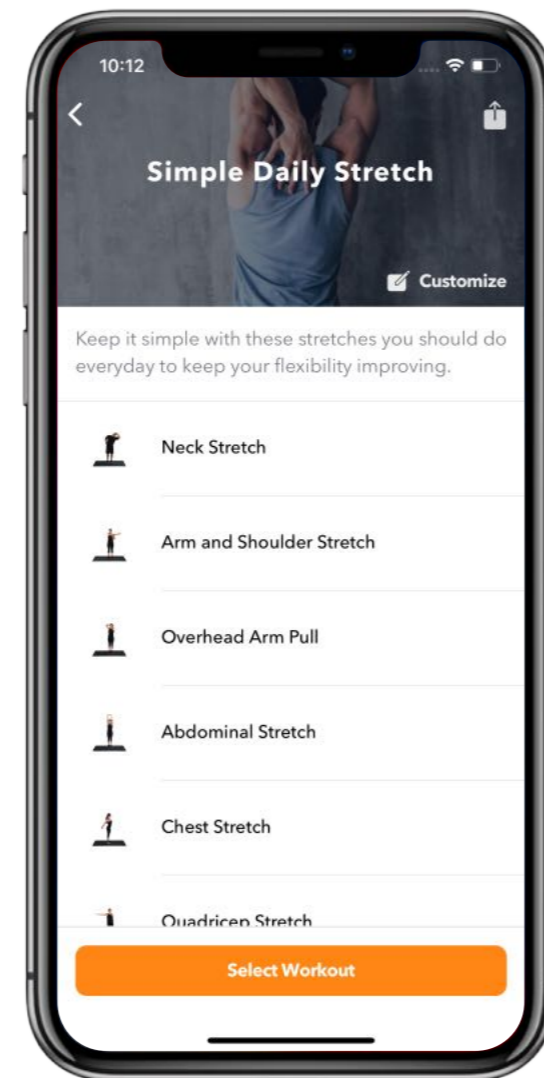


# Sworkit Workout

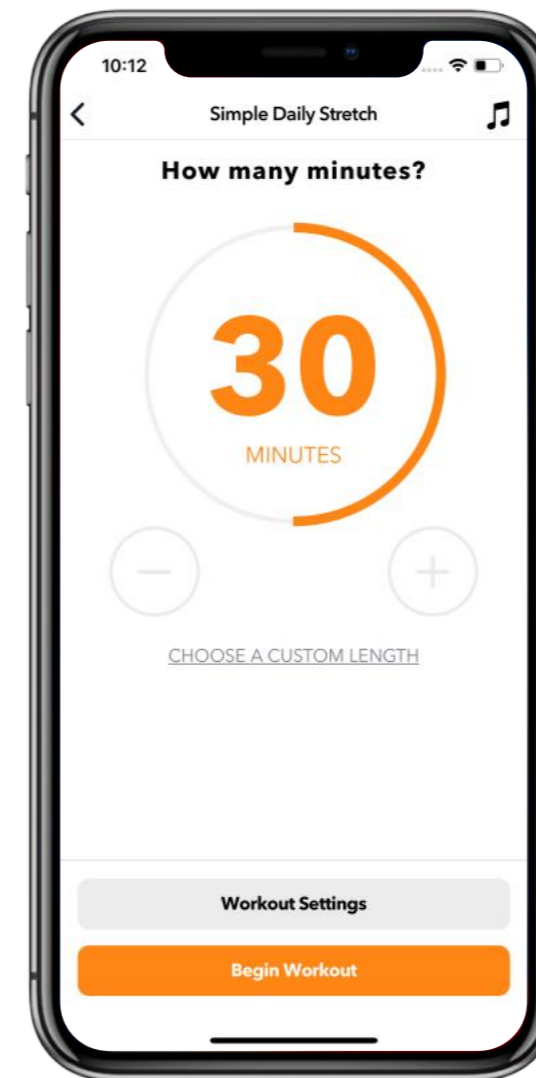
SIMPLE DYNAMIC INSTRUCTIONS



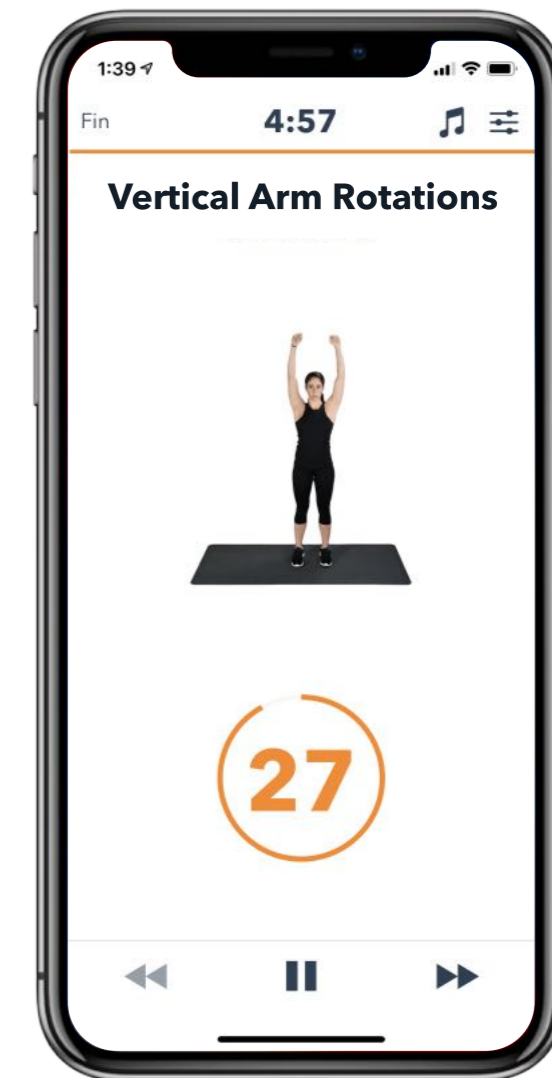
CHOOSE A CATEGORY



SELECT A WORKOUT



ENTER ANY DURATION



FOLLOW ALONG!

# Sworkit Workout

SIMPLY WORK IT

## TOTAL WORKOUT TIME

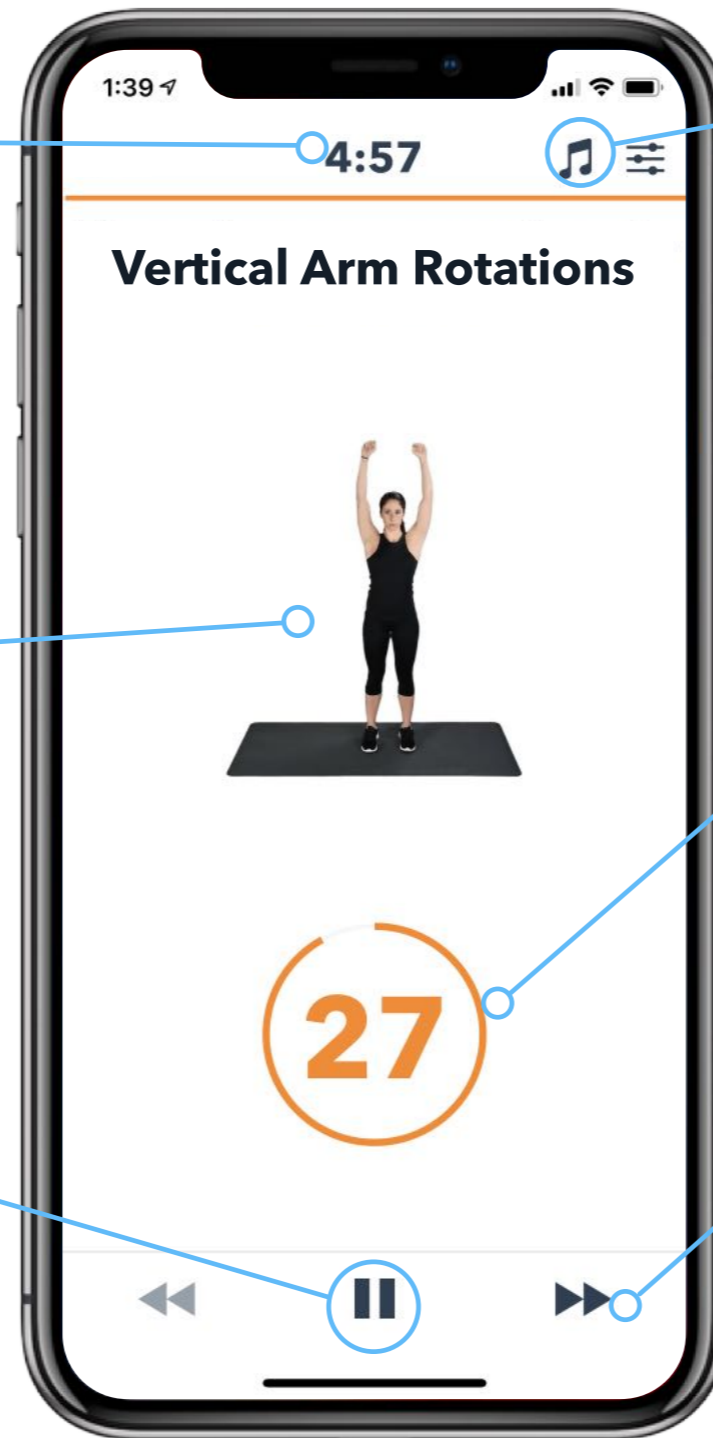
Only have 8 mins? Great, Sworkit keeps the workout within your time-frame!

## DYNAMIC EXERCISE VIDEO

Easy-to-follow video and audio instructions help you perform each exercise

## NEED A BREAK?

Simply pause the workout, do what you need to, and then get back to it!



## PLAY MUSIC

Play music during your workout to keep your heartrate up!

## PUSH IT FOR 30 SECONDS

Or change the exercise length to be longer - it's up to you!

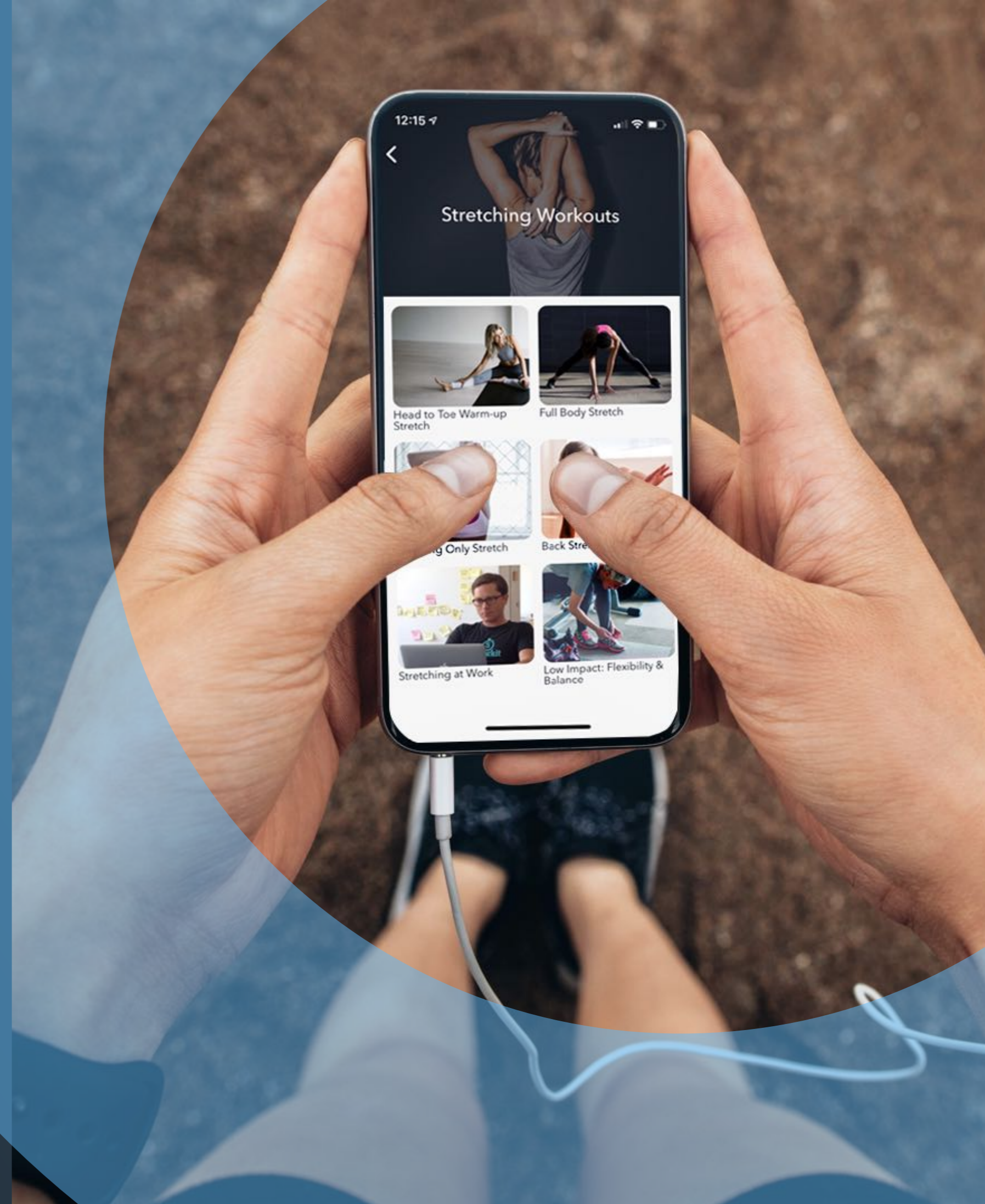
## EASILY SKIP EXERCISES

Have an injury, or just don't like this exercise? Skip it, and keep moving!

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# Sworkit Features

OTHER FUN FEATURES!



# Sworkit LIVE

WORKOUT TOGETHER WHILE REMOTE!

## LIVE WORKOUTS

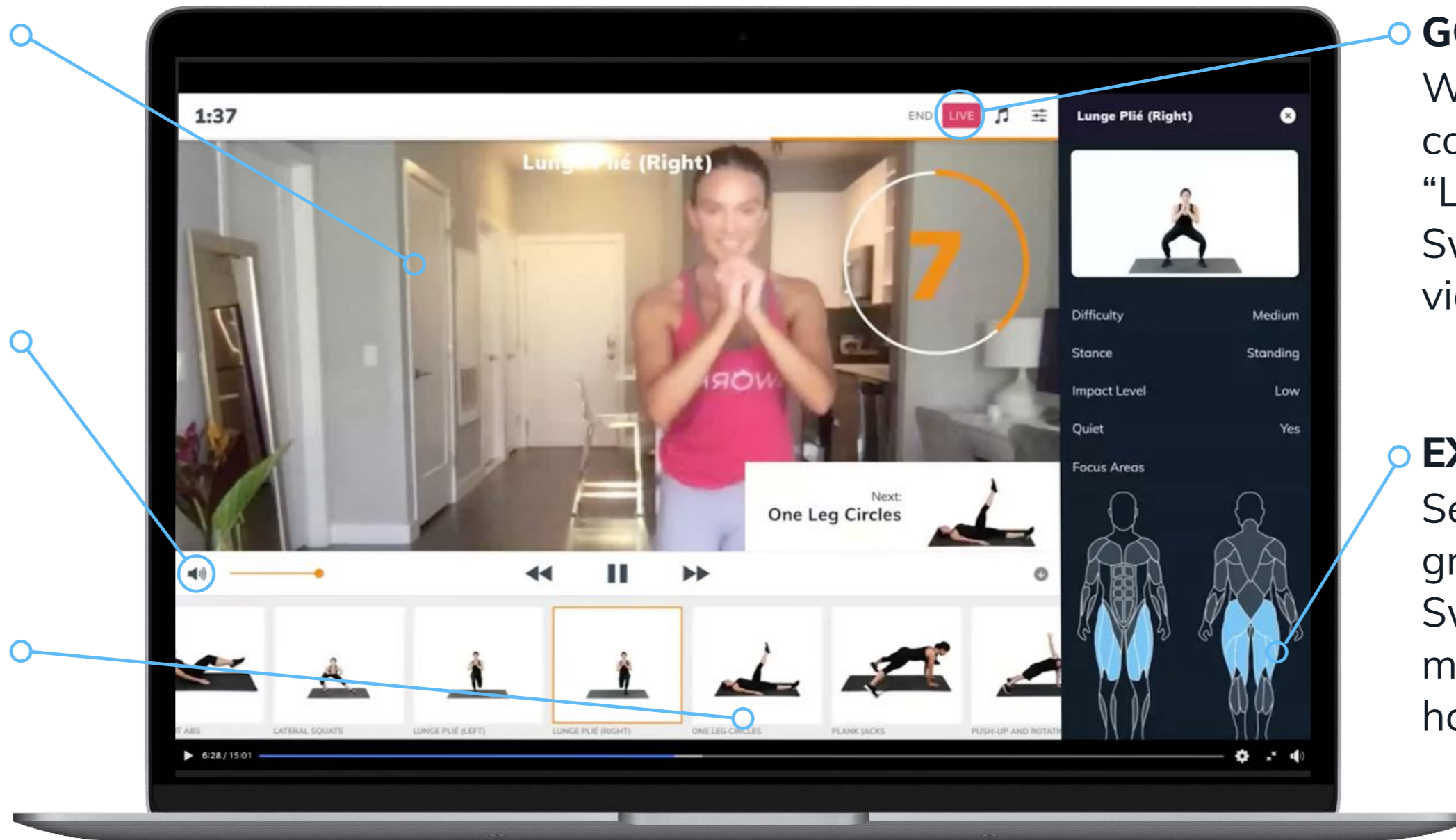
Connect with your team and run your own live workouts with the Sworkit LIVE player

## TURN IT DOWN

Adjust the Sworkit audio so that you can listen to your instructor

## WHAT'S NEXT

See what exercises are coming up next



## GO LIVE ON DESKTOP

When you're on a desktop computer you can tap the "LIVE" button to replace the Sworkit video with your own video!

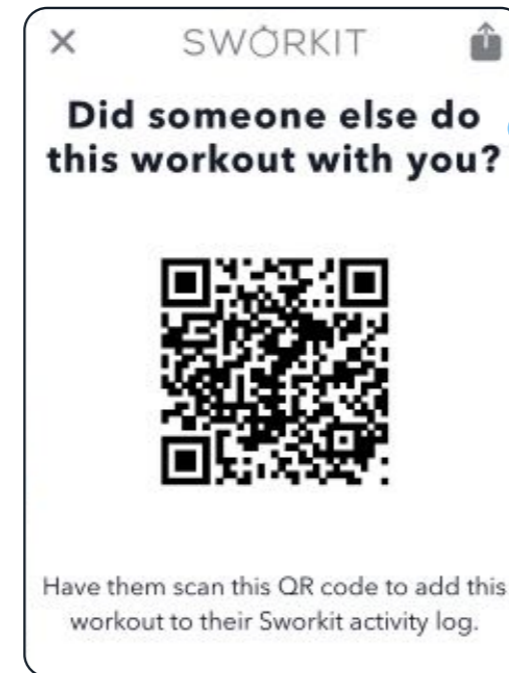
## EXERCISE DETAILS

See target muscle and joint groups for each exercise. Sworkit also shows how to make the exercise easier or harder

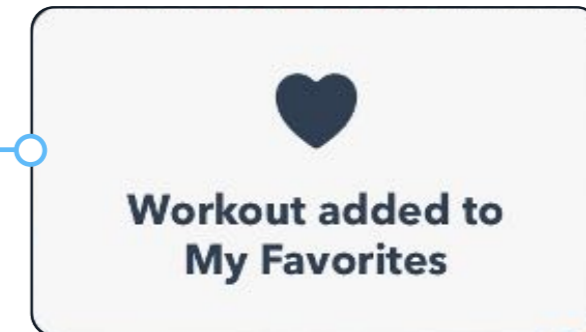
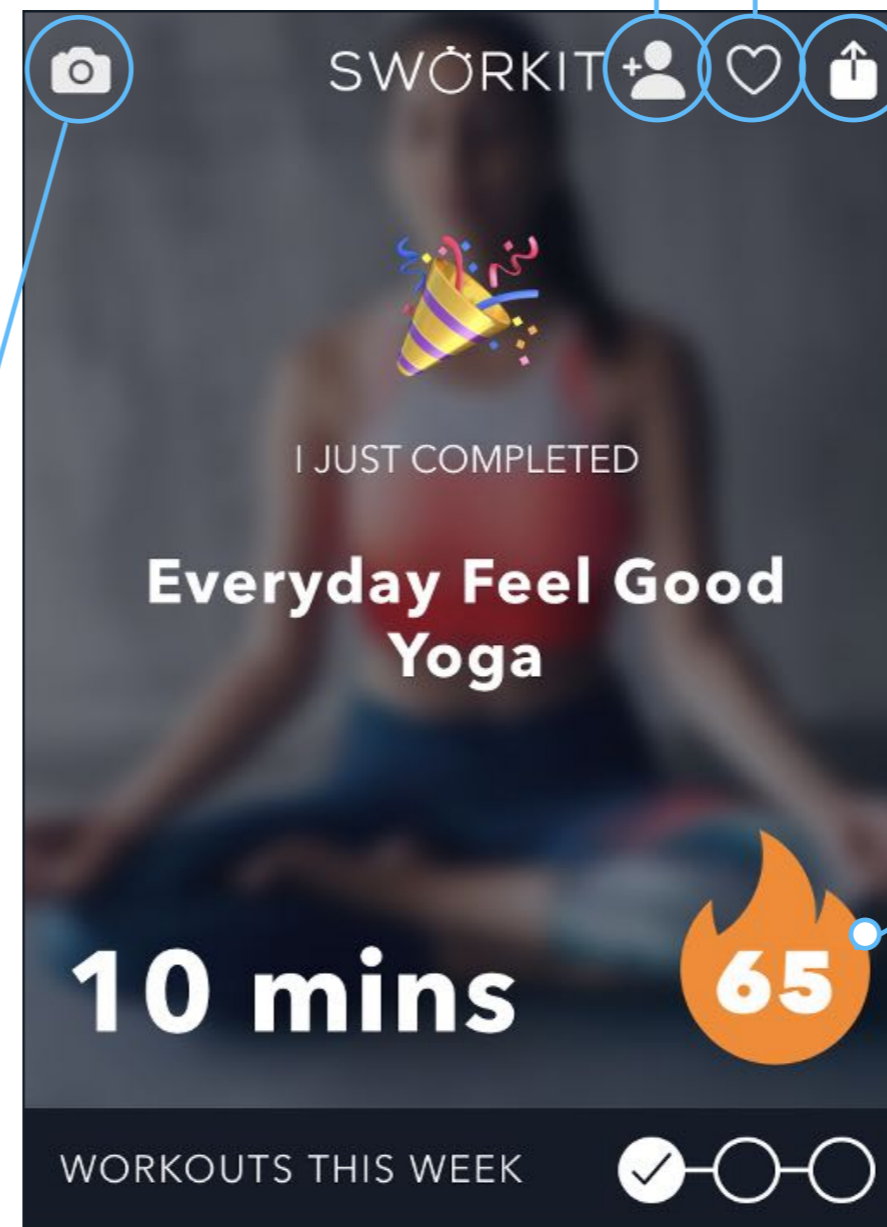
# After your Workout

CELEBRATE A GOOD WORKOUT!

**WORKING OUT IN A GROUP?**  
EVERYONE CAN GET CREDIT  
BY SIMPLY POINTING THEIR  
CAMERA AT THE QR CODE



WANT TO **CUSTOMIZE THE BACKGROUND**  
IMAGE BEFORE SHARING TO SOCIAL? TAP  
THE CAMERA TO TAKE A PHOTO, OR  
CHOOSE A NEW PHOTO



SAVE YOUR **FAVORITE**  
WORKOUTS FOR LATER

**SHARE YOUR**  
ACCOMPLISHMENTS ON  
SOCIAL!

**CALORIES** - WE KNOW  
CALORIES AREN'T THE  
REASON TO WORKOUT, BUT  
IT'S FUN TO SEE!

TRY TO GET 3 WORKOUTS IN  
EACH WEEK!

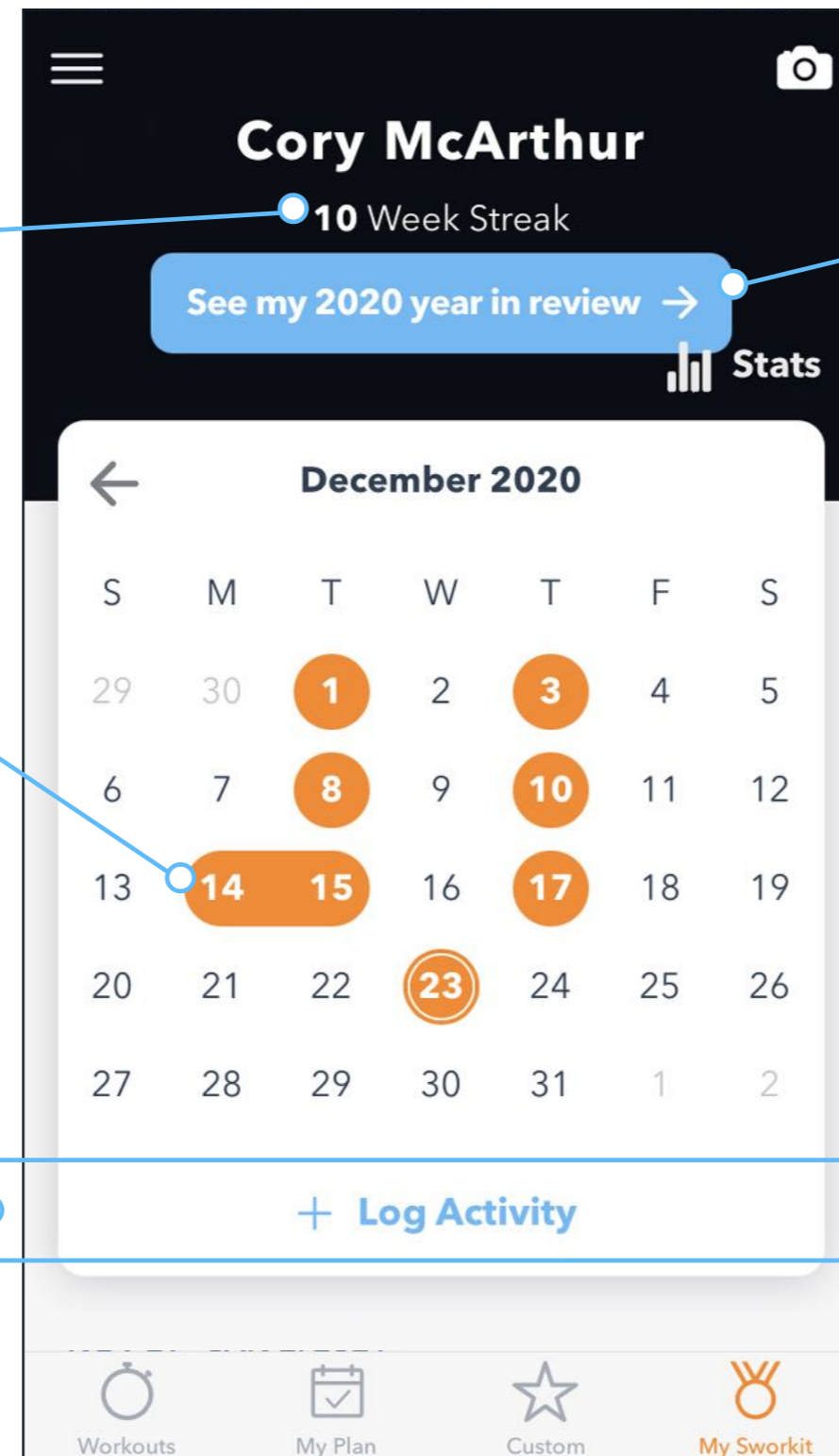
# After your Workout

## MY SWORKIT

HOW MANY WEEKS HAVE YOU BEEN WORKING OUT?

QUICKLY SEE YOUR ACTIVITY FOR THE MONTH

DO WORKOUTS OUTSIDE OF SWORKIT? NO PROBLEM! LOG THEM HERE TO ADD THEM TO YOUR ACTIVITY CALENDAR



SEE YOUR YEAR IN REVIEW EVERY DECEMBER!

### Share your 2020!

Share your 2020 accomplishments, and get ready to head into a new year with brand new goals to crush!



Weekly Stats →

|                   | This Week | Last Week |
|-------------------|-----------|-----------|
| Active Days       | 1         | 3         |
| Workouts          | 1         | 3         |
| Minutes Completed | 10        | 70.5      |
| Calories          | 65        | 532       |

VIEW A BREAKDOWN OF YOUR STATS!

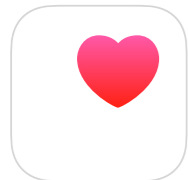
# Consistency is Key

TRACK YOUR PROGRESS

## Wearables and Fitness Integrations

Enjoy Apple Watch, Apple Health, Google Fit (and more) device-integration, tracking wellbeing and fitness activities

## Supported Integrations



Apple Health



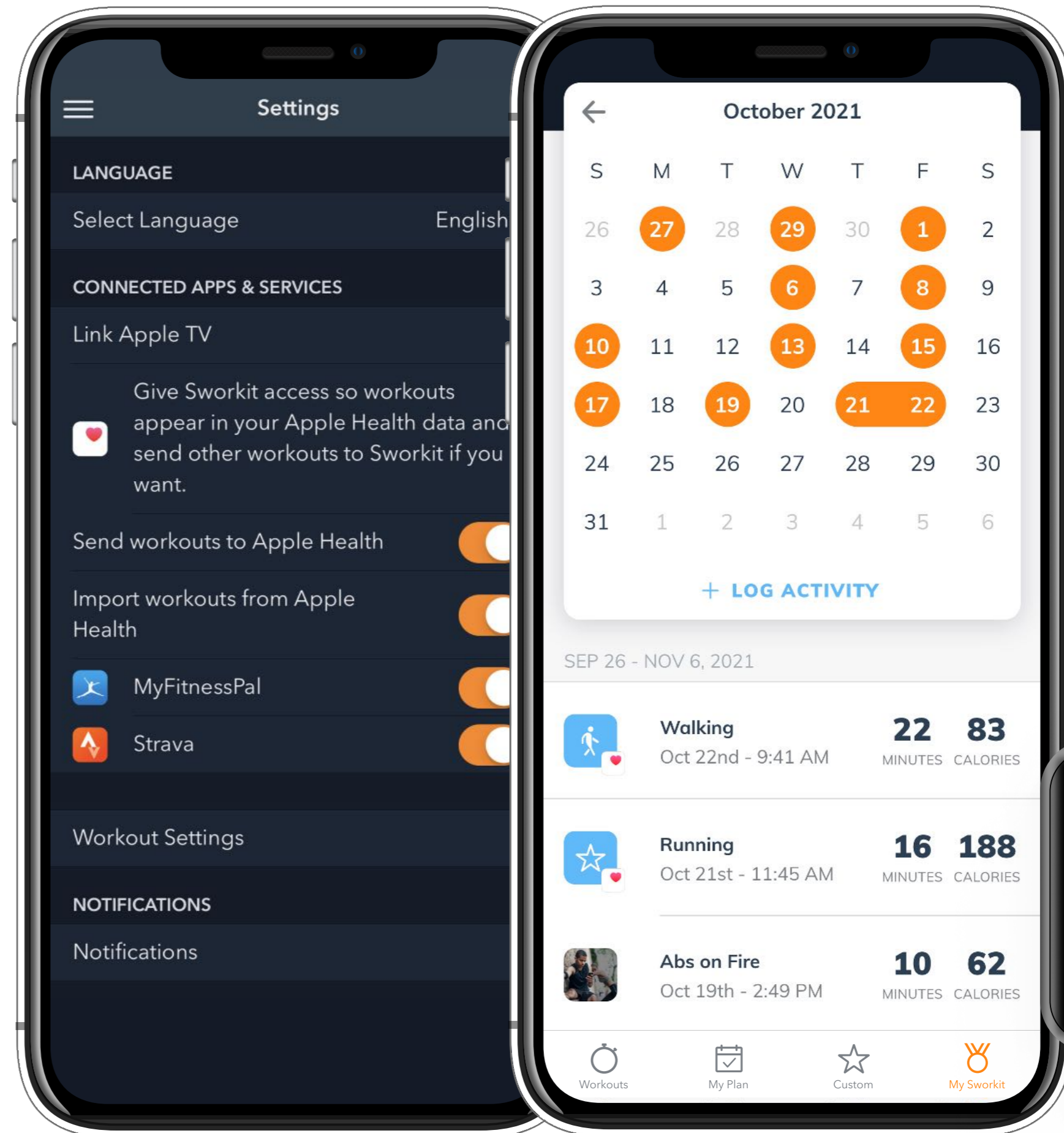
Google Fit



Strava



MyFitnessPal



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# Sworkit Education

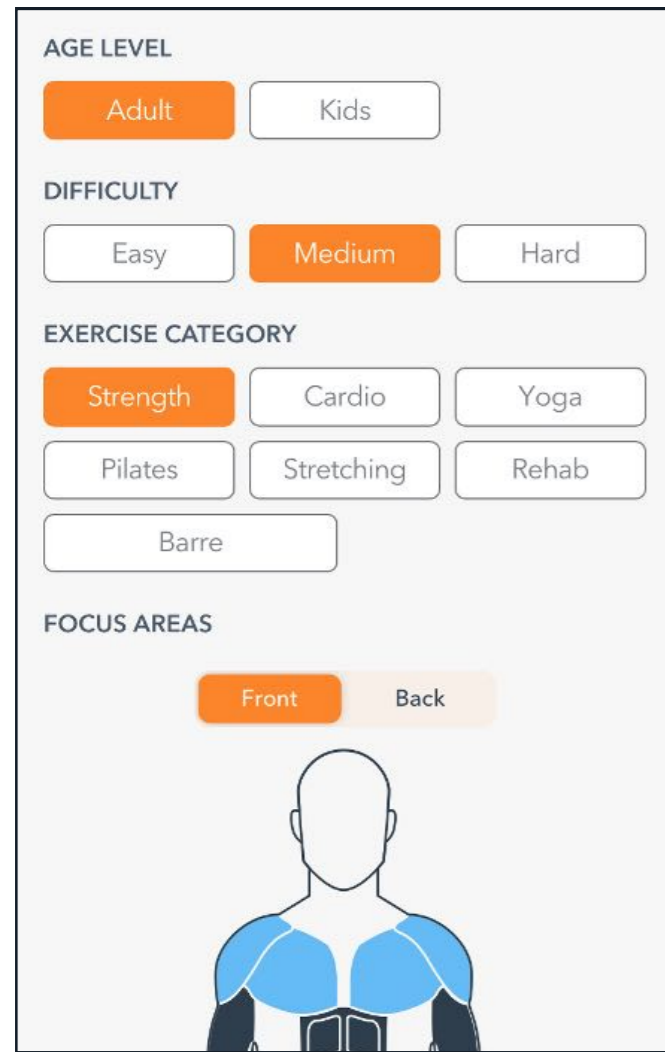
LEARN ABOUT FITNESS



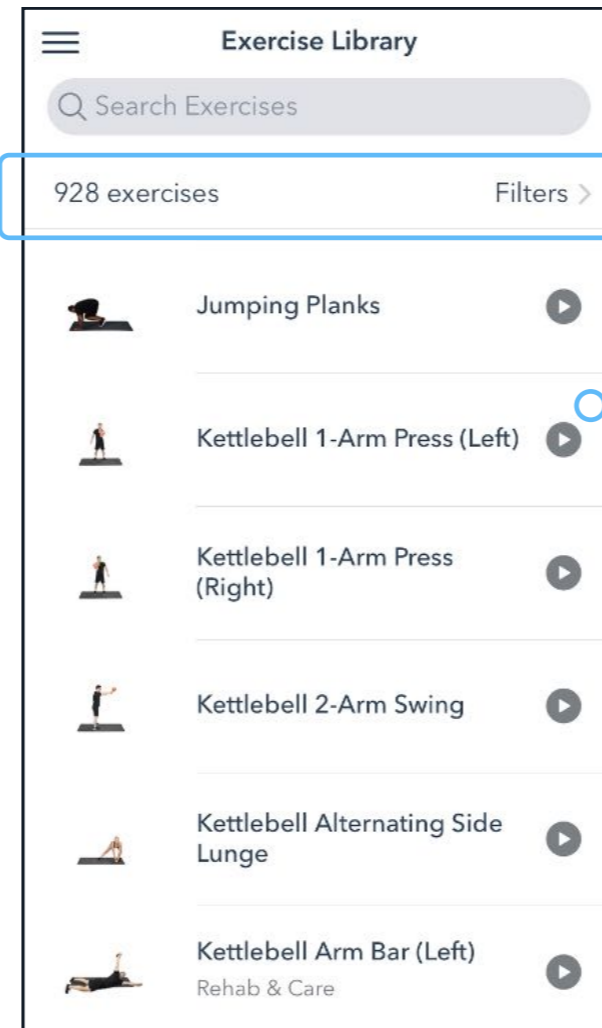
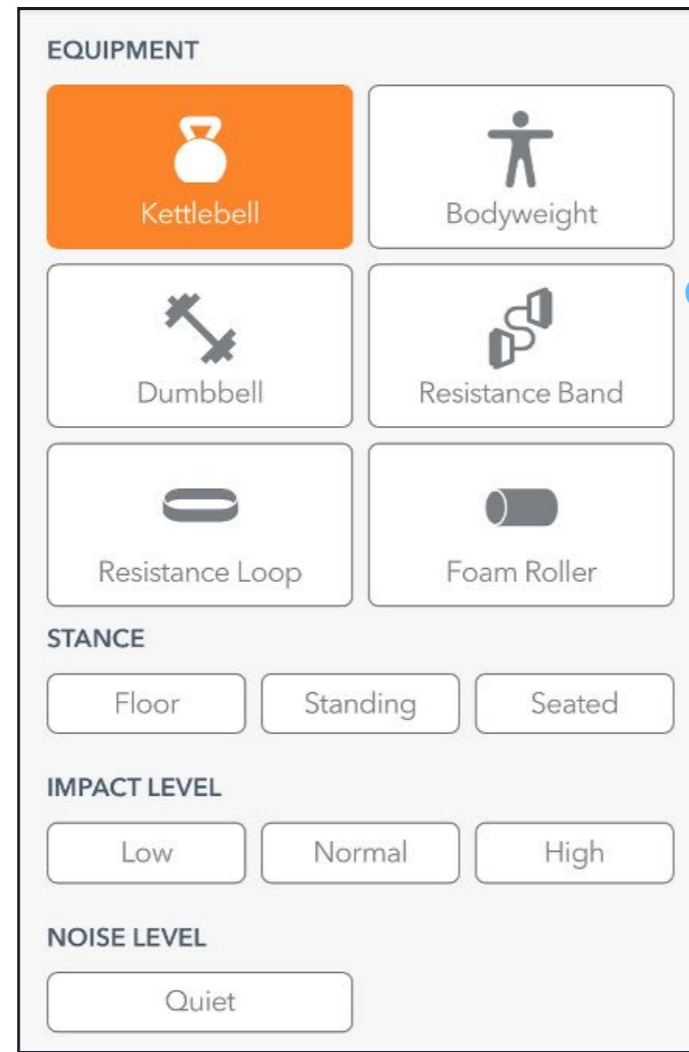


# Searchable Libraries

LEARN HOW TO...



EASILY FILTER BY MUSCLE GROUP, DIFFICULTY, CATEGORY, EQUIPMENT, AND MORE!

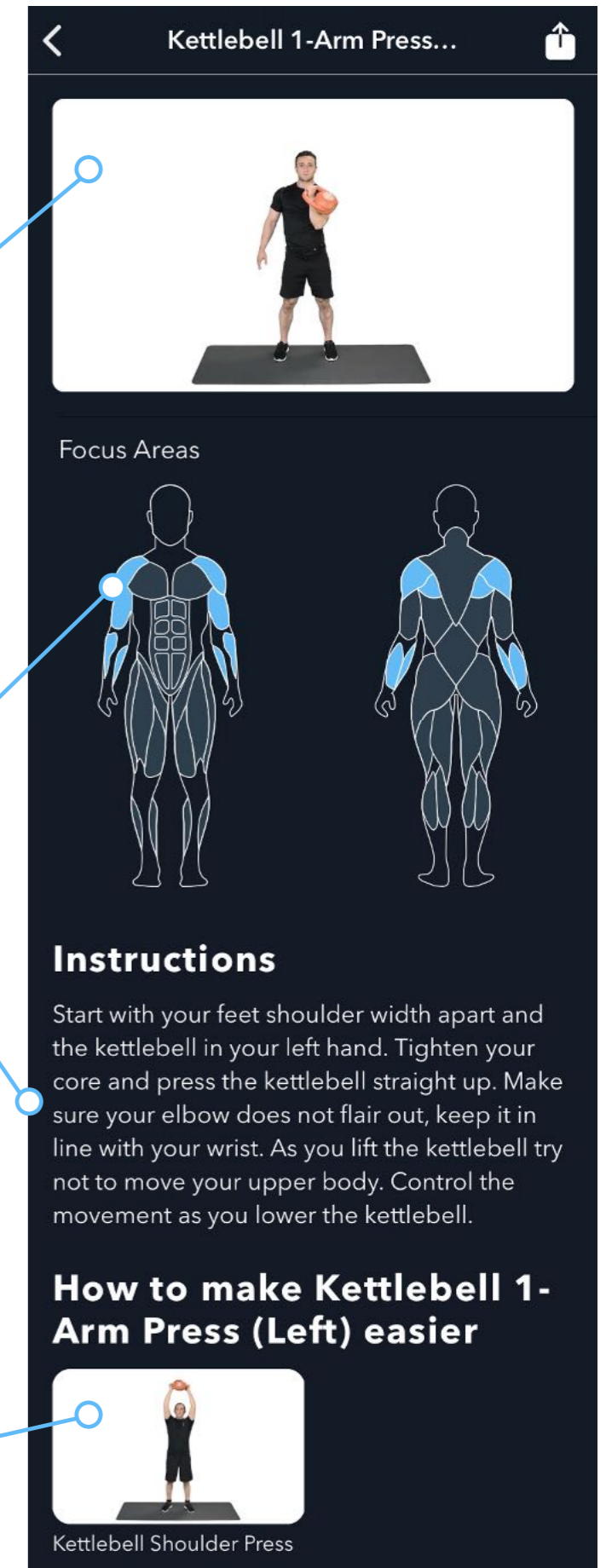


SEARCH THE EXERCISE LIBRARY

View what muscle group each exercise targets

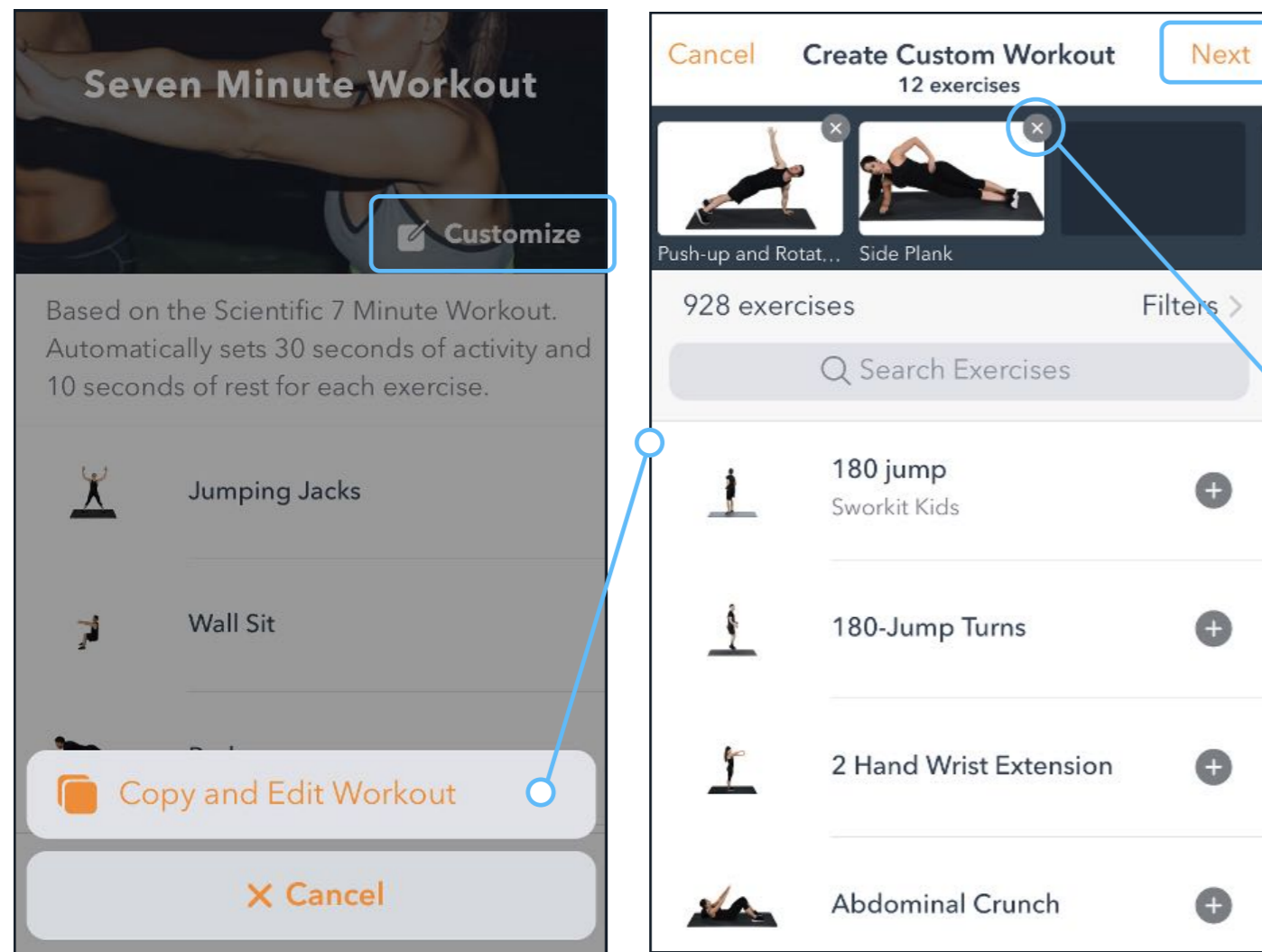
Detailed instructions for every exercise

Suggestions on how to make an exercise easier and more difficult



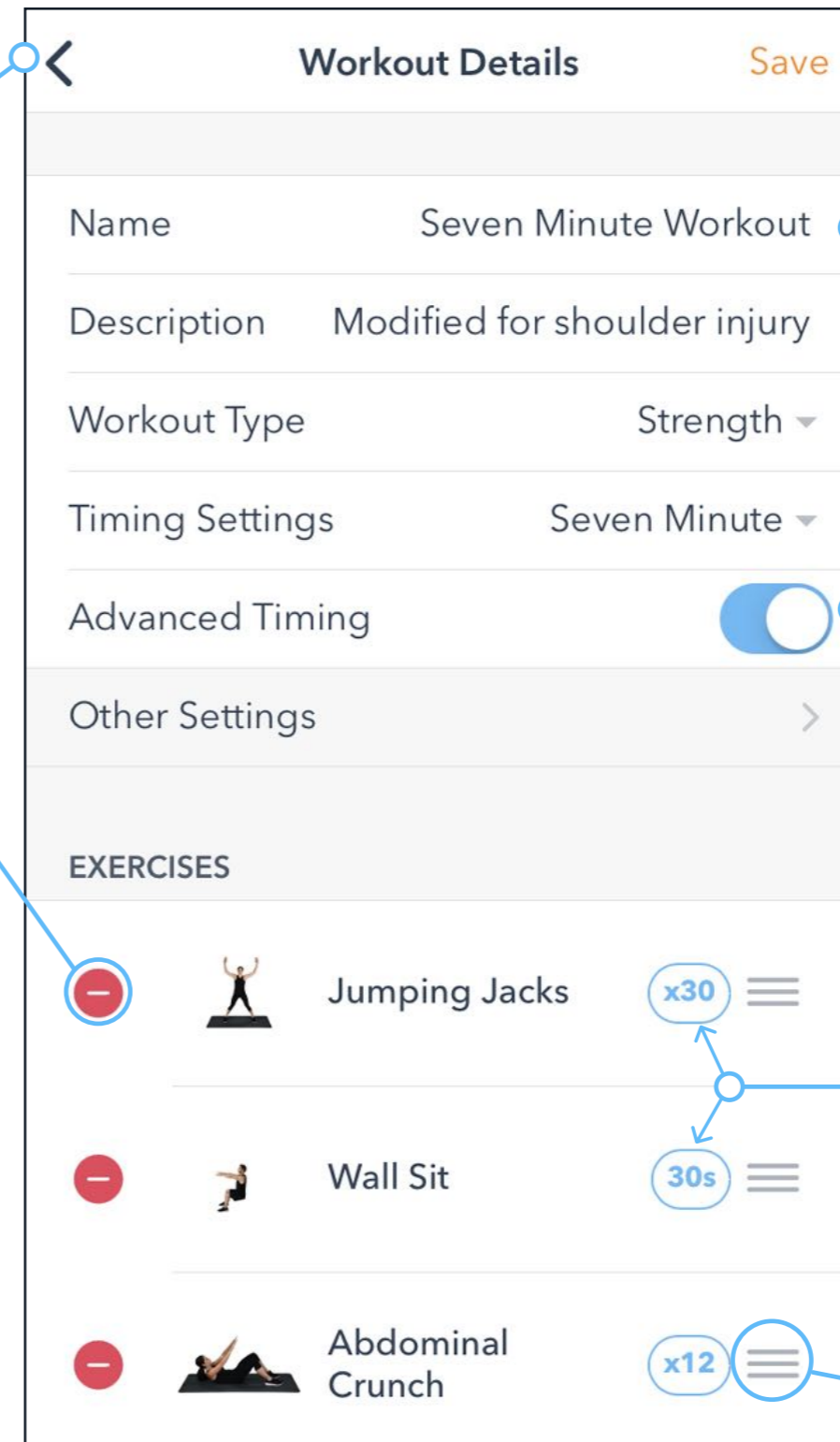
# Have an injury?

## MODIFY ANY WORKOUT



HAVE AN INJURY? YOU CAN EASILY **REMOVE UNWANTED EXERCISES**

CREATE YOUR OWN **PERSONAL** CUSTOM WORKOUT, OR COPY AN EXISTING WORKOUT AND MODIFY IT!



**PERSONALIZE YOUR WORKOUT** WITH ITS OWN NAME, DESCRIPTION, TYPE AND TIMING SETTINGS

**TOGGLE ADVANCED TIMING** TO INCLUDE REP-BASED EXERCISES

**TOGGLE ADVANCED TIMING** TO INCLUDE REP-BASED AND/OR TIMING-BASED EXERCISES

**RE-ORDER EXERCISES.** NOTE: IF SHUFFLE IS ON THE WORKOUT WON'T FOLLOW THIS ORDER

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# Sworkit Trainers

HERE FOR YOU AT ANYTIME



## **STEPHEN HILL, PT, DPT, CSCS**

Stephen is a Certified Strength and Conditioning Specialist, Physical Therapist, and one of Sworkit's Fitness Trainers. He loves helping members with injury prevention, exercise modification, strength training, and creating custom workout plans.



## **AMBER STEELE, PT, DPT, CSCS**

Amber is a Certified Strength and Conditioning Specialist, Physical Therapist, and one of Sworkit's Fitness Trainers. She loves helping members, answering their fitness and nutrition questions, and creating custom routines based on members' personal goals.



## **LIZ HIRST**

Liz is an ASCM certified personal trainer with a degree in Kinesiology & Exercise Science and a Master's in Education. She is also Sworkit's Director of Customer Success. She is dedicated to ensuring all members and corporate clients can meet their goals.

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# Testimonials

PEOPLE LOVE SWORKIT!



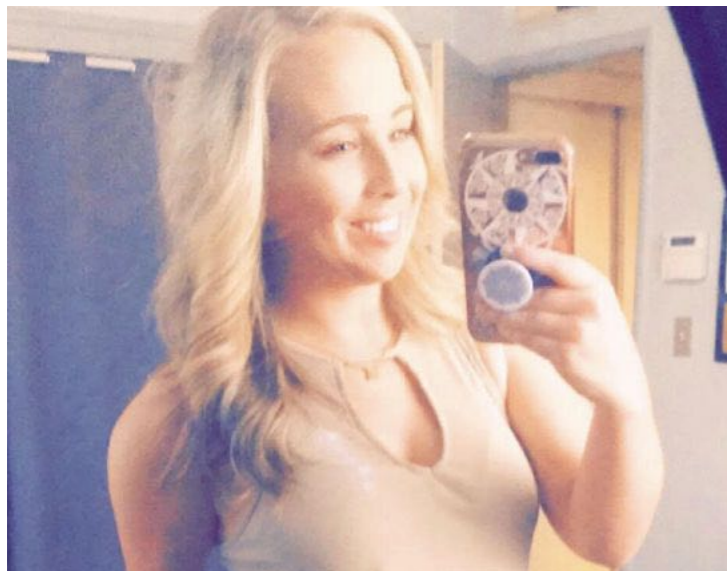
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# What People Say

PEOPLE LOVE SWORKIT



111,700+  
5-Star Reviews



## KAYLEE CARDOSA

I really got into Sworkit and did the beginners workouts 30 minutes a day 5 days a week. I started seeing results just 2 weeks in and I was hooked! I now have workouts and stretches down!



## LUIS QUINTANA

I made a radical change in my life after I was diagnosed with diabetes. Part of the change was to start exercising and [Sworkit] helped me with this. Now I am a healthy person, diabetes is no longer in my life.



## BERNIE BACON

I definitely have more energy and am much more active! I'm actually living a more active lifestyle and it feels so good!



## DENNIS BRINKWORTH

I am convinced Sworkit improved my over all running bigtime! Core and Lower body programs have me in upright stature and strength to excelerate my running. Also sworkit keeps me toned and strong for all activities at my age!

# Featured in...

theguardian

kidspot  
Thousands of Mums. One Spot.

lonely planet

alphr.com

engadget

marie  
claire

SHARK  
TANK

USA TODAY

Women's Health

SHAPE

SELF

life hacker

CNBC

Parade

GMA

MEN'S JOURNAL

THE TIMES

healthline

GLAMOUR

GREATIST

TRAVEL+  
LEISURE

ACTIVE

GEAR PATROL

The Washington Post

Good Housekeeping

HUFFPOST

teenVOGUE

USA TODAY

Evening Standard

FAST COMPANY

COSMOPOLITAN

Backed by science. Trusted by millions.



#1 fitness app based on a study at the University of Florida of over 20 fitness apps

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# Sworkit Youth Initiative

HOW WE GIVE BACK



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# Sworkit Youth Initiative



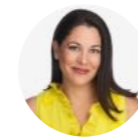
## HOW WE GIVE BACK

Launched in 2018, the Sworkit Youth Initiative provides schools with free access to Sworkit, supporting teachers in helping their students build healthier, active habits. The Sworkit platform supports both in-person and remote learning. Sworkit is now available to over 14,000 schools and 10,000,000 students.



**GREG COLEMAN**  
CEO & CO-FOUNDER

“Childhood obesity is a global epidemic and educators are struggling with shrinking physical education budgets and less time to allow their students to be physically active. By providing them with Sworkit and Sworkit Kids – free resources educators can use in their classrooms and children can use at home – we’re helping to solve a huge issue. We’ve made it our personal mission to cut childhood obesity in half by 2026. Your subscription is helping us achieve this goal.”



**RYNNIE COTTER**  
DIRECTOR OF SWORKIT YOUTH INITIATIVE

“The Sworkit Youth Initiative is personal for me. As a mother of a little girl and the daughter of a teacher, I’m proud Sworkit provides teachers and students across the globe **free access to physical fitness resources**. Our goal is to create healthy habits and healthy lifestyles. I love hearing the positive stories of teachers who are using Sworkit in their classrooms. Also, nothing beats the smiles on students’ faces as they Sworkout with classmates.”



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# Questions?

WE'D LOVE TO HEAR FROM YOU!

## **SWORKIT FOR ENTERPRISE**

Reach out to our sales team:  
[sales@sworkit.com](mailto:sales@sworkit.com)

## **SWORKIT FOR SCHOOLS**

Free for students and faculty  
apply online:  
[sworkit.com/youth-initiative](https://sworkit.com/youth-initiative)

## **SWORKIT FOR YOU**

Subscribe online at:  
[app.sworkit.com/subscribe](https://app.sworkit.com/subscribe)