

NEVER
TRAIN
ALONE



myzone®

YOUR EFFORT, REWARDED.

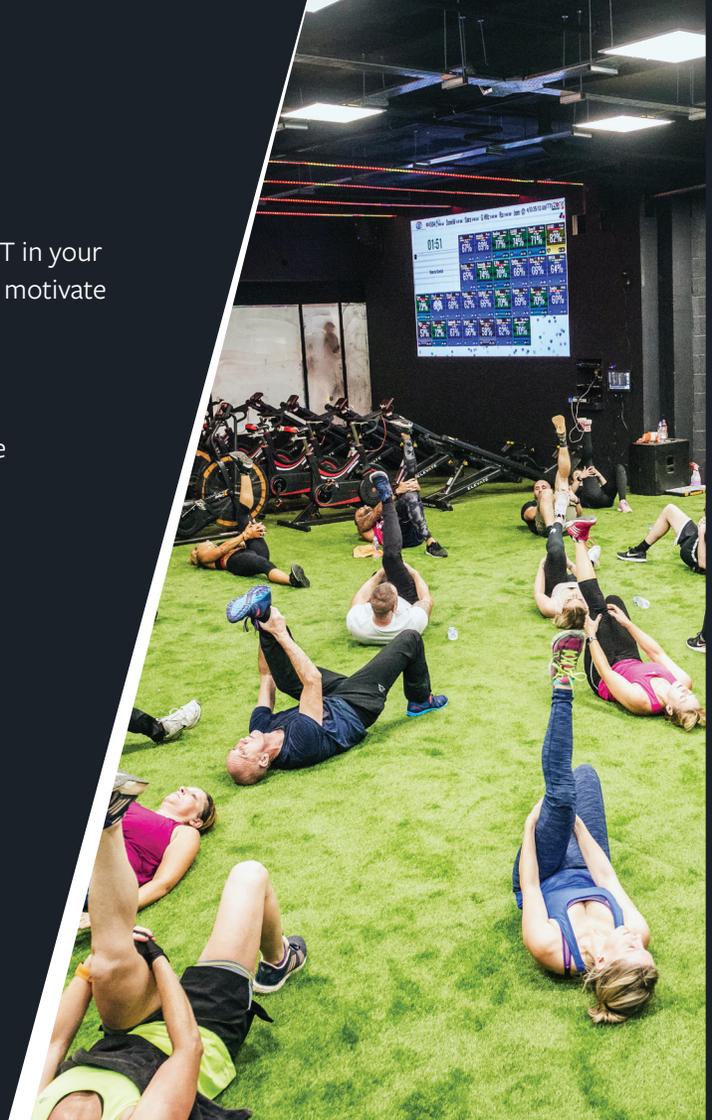
Experience inclusive community fitness, with group exercise and a PT in your pocket. Join the social MEPwork that's measuring what matters and motivate each other with every move.

- ✓ Track your effort with **99.4%** accuracy
- ✓ Monitor your heart rate, calories and time exercising in real-time
- ✓ Earn MEPs (Myzone Effort Points) and status rewards

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As soon as I started wearing the Myzone belt it became obvious that even though I was going to the gym every day, I wasn't working anywhere near hard enough to achieve my goals. I began to push myself to earn more MEPs and burn more calories in each workout. I couldn't wait to see my workout summary at the end of each session.

- Amanda Rogers | Voyage Fitness Pakenham

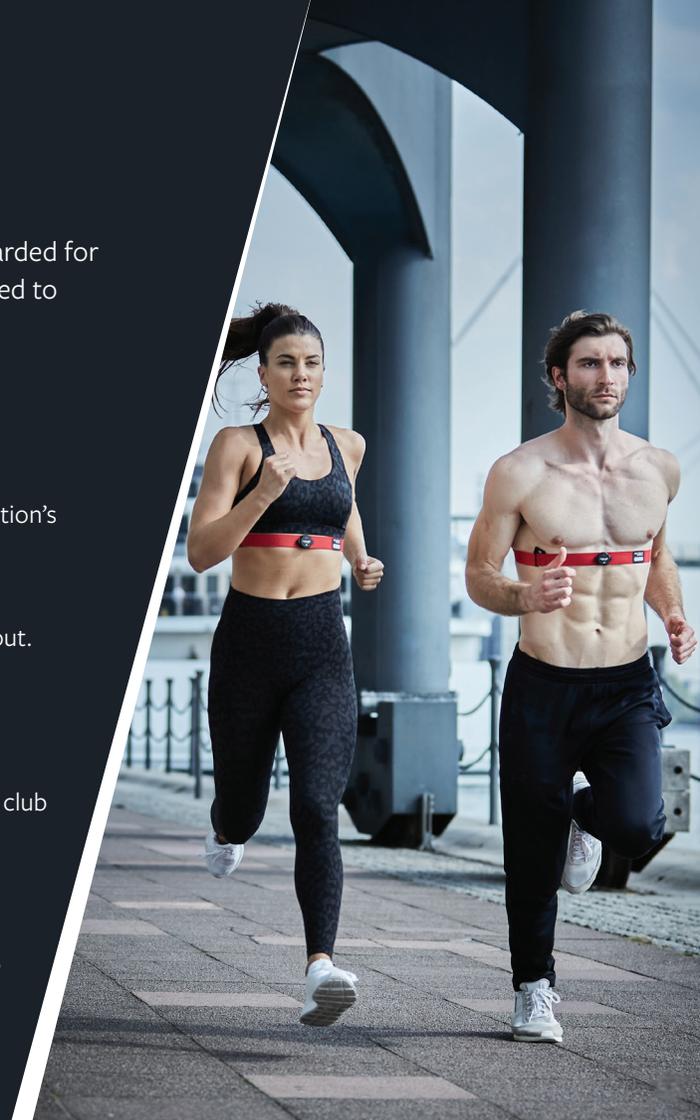


HOW DOES MYZONE HELP YOU?

Effort is different for all of us. When we work out, we should be rewarded for what we put in. So, we invented MEPs – Myzone Effort Points – tailored to how hard your heart is working, not your fitness level.

Myzone benefits:

- ✓ Only fitness tracking app out there that uses the World Health Organization's physical activity guidelines to make sure you reach your goals.
- ✓ Makes fitness fun with a game-like, social experience.
- ✓ Shows your calories and effort in an instant no matter where you workout.
- ✓ Syncs up with your favourite apps and gym equipment.
- ✓ Motivates you to climb the leader board with Myzone status rankings.
- ✓ Stores 16-36 hours of activity data.
- ✓ Shows your stats on the big screen when you workout with the Myzone club experience.
- ✓ Sets goals by measuring the effort you put in.
- ✓ Displays your stats instantly via email after every workout.
- ✓ Provides versatility so you can track your effort during all your favourite workouts, from running to swimming, cycling, rowing and HIIT.



HOW DOES IT FEEL TO BE IN THE ZONE?

We've levelled the playing field and made physical activity fun again. Transform average workouts into an engaging game with MEPs and the zones. Each zone is worth a different number of MEPs. The harder you work, the more MEPs you earn. Instant feedback tells you when to ease off or step up as you enter each zone.

First things first - find your Max Heart Rate with this handy equation: $211 - 0.64 \times \text{age}$

90% to 100% - Red	Red is the highest intensity zone. Worth four MEPs per minute. You'll jump in and out of it during vigorous exercise but it shouldn't feel easy to stay there.
80% to 89% - Yellow	The yellow zone will leave you breathless, with difficulty saying more than a few words in a row. It's also worth four MEPs per minute. This is where you feel the burn and make your workout count.
70% to 79% - Green	A little breathless, but able to speak more than four words, the green zone is worth three MEPs per minute. Your muscles may "burn" slightly due to a small amount of excessive metabolic byproduct buildup. This is usually activity you can sustain.
60% to 69% - Blue	You're starting to feel winded, but could still sing a song or have a conversation. Your muscles will be warmed up and you'll be lightly sweating while you earn two MEPs per minute here.
50% to 59% - Grey	Exercise at this level is enjoyable and light, easily maintained without feeling tired. For warm ups and cool downs in this zone you'll earn one MEP per minute.
40% to 49% - Neutral	Completely comfortable. This is how you normally feel when you're resting. No MEPs to be had here. Let's get moving!

Track your MEPs or the workout didn't happen...

THE MYZONE APP

You've got the heart rate monitor, now discover what you can do with it.

The Myzone app is your key to connecting, competing with yourself and collecting MEPs. Go for your goals with real-life data that's tailored to you.

Your data streams directly to the app so that you can see your MEPs, heart rate and calorie burn right on the workout screen when you exercise in the gym, at home and outdoors. Then view both you and your connections' stats in your home feed after your workout.



Scan the QR Code to know more about the Myzone app



WEARABLE FITNESS, BUT

MZ-SWITCH

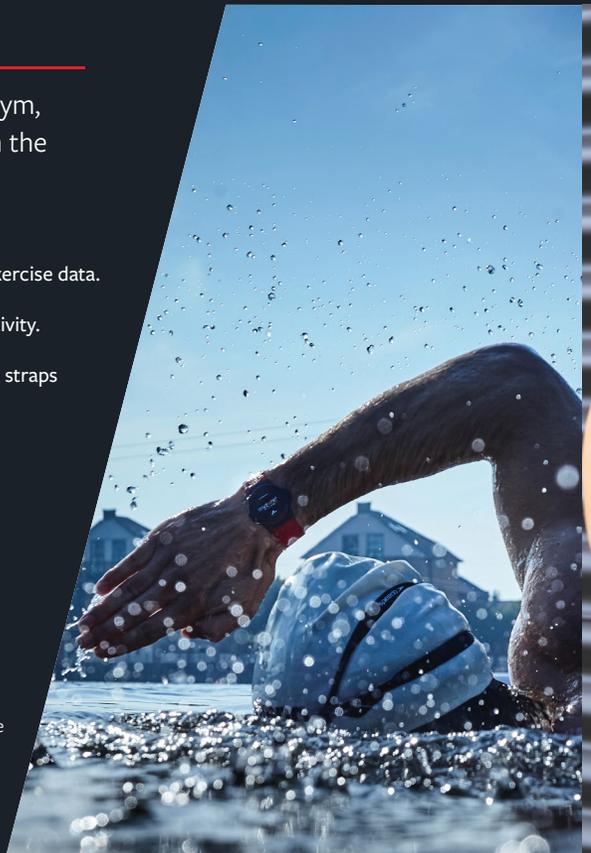
The MZ-Switch is the world's first interchangeable heart rate monitor for the gym, outdoors or in water. Wearable three ways, your members can switch between the chest, wrist and arm, depending on their favourite way to work out.

KEY FEATURES

- ✓ 99.4% accuracy using the ECG sensor on the chest. 95% accuracy using the PPG sensor on the wrist and arm.
- ✓ Instant zone indicator LED.
- ✓ Tracks activity in water when worn on the wrist to a depth of 10m.
- ✓ Rechargeable.
- ✓ Stores up to 36 hours of exercise data.
- ✓ Bluetooth & ANT+ connectivity.
- ✓ Washable, interchangeable straps in a variety of colours.



Discover a new competitive edge
Shop now.



T NOT AS YOU KNOW IT



MZ-3

The award-winning original, with extra connectivity and a memory boost. The MZ-3 connects easily to your phone, favourite cardio machines and screens in the gym so you can work out your way. Go phone free in the gym, at home and outdoors with built-in memory and make every move count.



MZ-1

Built for a studio setting, the MZ-1 offers the full Myzone experience of fun, fair fitness.



STATUS IS EVERYTHING

You'll notice our rankings from day one when the race is on to earn your Iron status. You'll rank faster if you're consistent with your exercise and clock 1300 MEPs a month. Do this and you'll not only be a step closer to the Hall of Fame, but you'll meet the World Health Organization's physical activity goals.

Your status number tells you how many months in a row you've achieved 1300 MEPs on your current status. **Consistency is key:** if you don't hit at least 1300 MEPs a month, your status will drop down to 0. This means you'll keep hold of your current status (such as Iron) but you'll lose any months you've gained towards reaching the next level up.



None
0 Months



Iron
1 Month



Bronze
3 Months



Silver
6 Months



Gold
12 Months



Platinum
24 Months



Diamond
36 Months



Hall of Fame
48 Months

Learn more about how to get motivated with Myzone status



MZ-FITNESS TEST & ZONE MATCH

Learn how your ticker ticks with the MZ-Fitness Test. See how much your heart rate drops in two minutes after a spurt of exercise. The higher the score, the healthier the heart.

Get motivated with Zone Match on the Myzone app. Set zones you'd like to meet during your workout, time duration and the exercise you'd like to do to meet your goal. The rest is up to you.

Watch out for feedback during the workout – it'll tell you how well you're matching the zones and you'll receive a personal percentage score at the end.



Read more about the
Myzone Zone Match

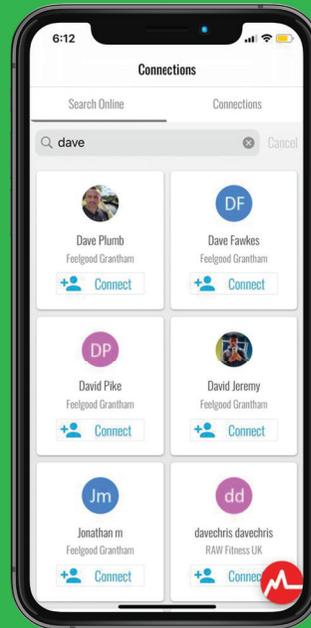


GET IN THE ZONE WITH MY



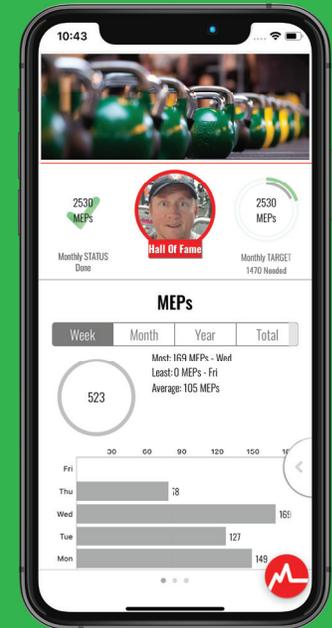
Joining challenges held me accountable, but most importantly, it got me out of my comfort zone. I put myself out for others to see. I love hitting the red and yellow zones!

- Penny Hansen | Club Energize



UP FOR A CHALLENGE?

Defend your spot on the leader board by challenging your friends. There's nothing wrong with a little healthy competition...



SEEING IS BELIEVING

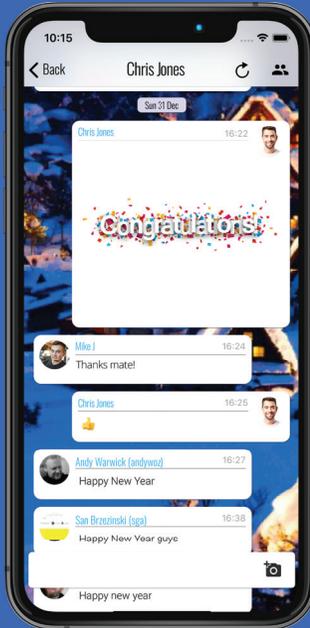
Check your data anytime in the "My Stats" activity calendar. Keep an eye on your daily, weekly and monthly progress to stay on track.

MYZONE'S SOCIAL FEATURES



JOIN THE SOCIAL MEP-WORK

Connect with workout buddies and cheer them on digitally on the home feed.



MZ-CHAT

Chat one on one via the Myzone app.



With a little help from your friends..

Our research shows that sociable Movers with **10+** connections are **62%** more likely to hit their numbers.

For more ways to move visit myzone.org



WE'RE STRONGER
TOGETHER.



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