

Keeping your business strong



Strong people are the key
to a strong business.

fit20[®]
Fit in 20 minutes per week

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Global challenges

One of the primary challenges that businesses currently are being faced with concerns the health and well-being of their employees. Both noncommunicable diseases, such as heart disease and diabetes, and communicable diseases such as Covid-19, constitute pressing health issues affecting businesses and economies across the globe.

Possibly even more urgent is the world's aging population. Every country in the world is experiencing growth in both the size and the proportion of older persons in the population. The pace of population aging is much faster than in the past. This demographic shift affects all countries and consequently all businesses, including yours.

Keeping your people strong

What matters most

With so many challenges facing your business, its ability to respond to them adequately may well be determined by how strong and healthy your employees are. Today and tomorrow. This requires knowledgeable investment in where it matters most.

The best indicator of health and longevity

Ask any person what the best indicator of their health and longevity is and they will probably answer cholesterol levels, BMI, blood sugar levels or blood pressure. Although these are important they are not what fundamentally drives health and longevity.

Surprisingly, and unknown to the majority of people, both muscle mass and muscle strength are the most important biomarkers of health and predictors of longevity. Muscle mass and strength are in fact so important researchers suggest they should be looked at as the fifth vital sign. Vital signs are the essential body functions that keep a body alive: breathing rate, blood circulation (heart rate), level of consciousness and temperature.



'I enjoy exercise. I run, ride bike and play golf. Yet, I had some back pain issues. These disappeared completely with fit20 after just a few weeks.'

*Ton Hopmans
Managing director Yacht
HR director Randstad Group*

The remarkable discovery of myokines

In a sedentary world survival seemingly doesn't depend on strong muscles, as it did in our evolutionary past. Groundbreaking research in 2003 discovered skeletal muscle produces and releases hormone-like substances. The researchers called them myokines. This discovery has put skeletal muscle right at the center of health and survival. Skeletal muscle turns out to be the largest endocrine organ in the body. It produces and releases hundreds of different myokines that 'talk' to the liver, brain, heart, pancreas, adrenals, intestines, other muscles, skin, fat, immune-cells and bones. This 'talk' causes beneficial adaptations, tissue regeneration and



repair, it regulates the immune system and maintains healthy bodily functioning. This includes a healthy functioning brain. Simply put, myokines promote health and longevity. This makes well trained skeletal muscle the best medicine for a long, healthy and happy life.

Muscles, mental health and resilience

Besides the huge importance of muscle strength and muscle mass for physical health in the short and long term, there is a significant relationship with mental health and cognitive ability as well. When muscle

mass and strength decline mental health and cognitive ability are also decreasing. Furthermore, muscle strength greatly impacts resilience and the ability to cope with stress. Stronger muscles also means there is structurally more energy available through the increase of the body's energy factories, the mitochondria, and of their functional capacity.

Strength is our business

fit20's success

The multiple award winning fit20 franchise was founded in the Netherlands in 2009. CEO Walter Vendel and director Training and Development Bram Kroeske reinvented a science based method to increase muscle mass and strength by training the 5 major muscle groups in a concentrated and intensive manner, requiring just 20 minutes per week.

The safe and effective formula proved successful and has grown to 170 studios worldwide training thousands of fit20 members a week. Besides B2C studios training individual clients fit20 has B2B studios in corporate businesses such as Siemens and in SMB such as Globemilk. There are also B2B studios in (semi) governmental organisations. The first in-hospital studio was opened in Meander Medical Center in the Netherlands in 2022.

fit20's training

A typical fit20 training consists of 6 high intensity of effort exercises covering the 5 major muscle groups, always under personal supervision of a fit20 Certified Trainer. Proprietary fit20 Sensors add to



'With fit20 you gain back your personal vitality. This elevates your sense of autonomy. People get healthier, happier, and more productive'.

*Monique Donga
HR director Robeco Group*

the effectiveness of the training. Every practitioner's fit20 session's results are recorded and stored to track individual progress. Studios are kept cool at 17 °C/63 °F so there is no need to change or shower. Members train by appointment, and in their everyday clothes, adding to the convenience and feasibility of the fit20 training. This means the one thing that ultimately determines the success of exercise, to keep doing it, is ensured.

fit20's proof

In May 2021 the largest study ever done within Sports and Exercise science, called 'the fit20 study', was published by the Research Quarterly for Exercise and Sport. Nearly 15,000 people participated in fit20's 'minimum effective dose' training approach

for almost seven years. The research team led by associate professor Sport and Exercise Sciences James Steele (Solent University, Southampton, UK) used the data from these participants to model people's strength progression over time. They found that fit20 members were making substantial strength gains in the order of 30% to 50% in the first year, to 60% in the years following, regardless of age, gender, and fitness level. '50% to 60% is a substantial improvement in strength. Even 30% is a huge improvement that will likely impact people's lives and health in a very positive way', says Steele of the study's results.

fit20's members experience

Possibly even more important than scientific proof is how fit20 members themselves experience the effects of their training. There are hundreds of positive, sometimes life-changing testimonials on the fit20 websites and social media. 'I feel the best I can ever remember, and I don't say that lightly', says a UK fit20 member. 'Through training only in the fit20 studio, I no longer get back aches!', says another member, who had suffered with lower back pain for a long time 'fit20 has an enormous impact on your health', a Dutch member says. 'I am 62, but feel like I am 45 again', says another. Members report significant improvements in their life and health, ie. lessening of diabetes medication, disappearance of back and other aches, increase in energy,



'Roll up your sleeves and work intensively for just 20 minutes. Once per week. That's all. Best of all, it is hugely effective in getting you stronger and fitter'.

Remi Smeets

HR director Siemens Netherlands

more focus, better balance, remaining independent, advancements in other sports, weight loss, better sleep, positive impact on daily activities, keeping fit and strong well into old age, a new found pleasure in sports, improvement in chronic illness and rehabilitation processes, rapid recovery after operations or injuries and the list goes on.

fit20 Factsheet

71% complaint reduction

28-67 customer age

0,4-1,8% sick leave reduction

fit20 works

report mark 8,6

+55 nps

87,9% compliance

Key features of fit20

(as experienced by individual participants)

1. Personal and expert guidance
2. Training by appointment
3. The limited time investment of 20 minutes per week

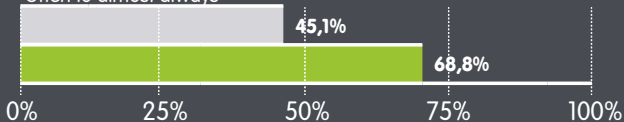
Key fit20 results

(as experienced by individual participants)

1. I have become stronger
2. I have more energy for daily activities
3. I have more endurance

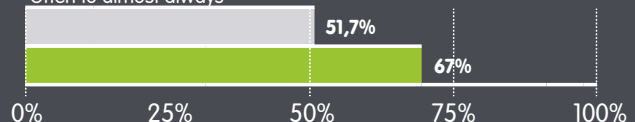
When I work, I feel fit and strong

Often to almost always



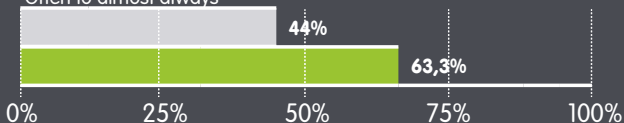
When I get up in the morning, I feel like going to work

Often to almost always



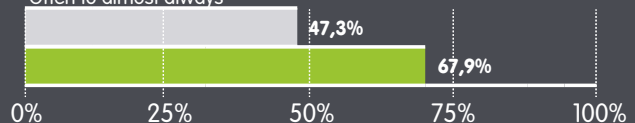
I sleep well (both falling asleep and sleeping)

Often to almost always



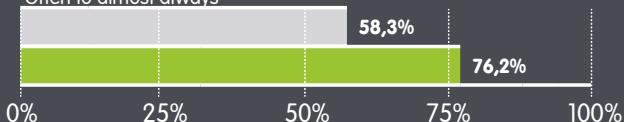
When I get up in the morning, I feel like going to work

Often to almost always



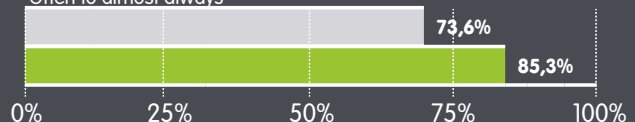
When I am working, I can go on for a long time

Often to almost always



I always keep going to work, even when things aren't going well

Often to almost always



At work I have a great mental (mental) resilience

Often to almost always



Zero measurement
Effect measurement (after 10 months)

fit20
Fit in 20 minutes per week



fit20 for your people

fit20 in-house

Facilitating your people to train at an in-house fit20 studio may be the best thing you can do for their health, and consequently for the health of your business. Take Siemens Netherlands which has an in-house fit20 studio since 2013. Siemens employees train with their fit20 personal trainer by weekly appointment. 'Buckle down, roll up your sleeves and put in 20 minutes of hard work', says Siemens HR director Remi Smeets. 'That's all really. Absenteeism fell from 3,6% to 1.8% in a single year'.

fit20@yourbusiness

An in-house fit20 studio requires 50m² including air conditioning. It will have 6 premium strength training machines and the fit20 proprietary sensor technology. Its fit20 trainer will be certified in the fit20 Academy. As participants will not break a sweat there is no need for showers or changing-rooms. Each participant's training results will be recorded to track their progress.

Strong muscles are the key to health and longevity and strong people are the key to a strong business. We will be delighted to assist you in keeping your business strong by making your people's strength our business.

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