

EXPRO

**EDUCATION IS —
— POWER**

EVOLT_{COM}

**BODY COMPOSITION
TECHNOLOGY – RESHAPING THE
HEALTH & FITNESS INDUSTRY**

PREPARED IN COLLABORATION WITH EXPRO FITNESS

BACKGROUND

We have developed a unique end-to-end solution that tracks detailed changes in the quality of physical activity, body composition and nutrition as well as sophisticated data analytics for member body composition changes.

In just a few short years Evolt has become a global player, securing contracts across multiple vertical channels, from health insurers, health and fitness and retail to government bodies, as well as some of the world's largest gym chains.

OUR MISSION

Educating people with the knowledge of their body composition, providing inspiration from information.

OUR VISION

To be the most trusted company for people's wellness journey, by evolving body composition intelligence and providing a complete ecosystem for personal measurement.



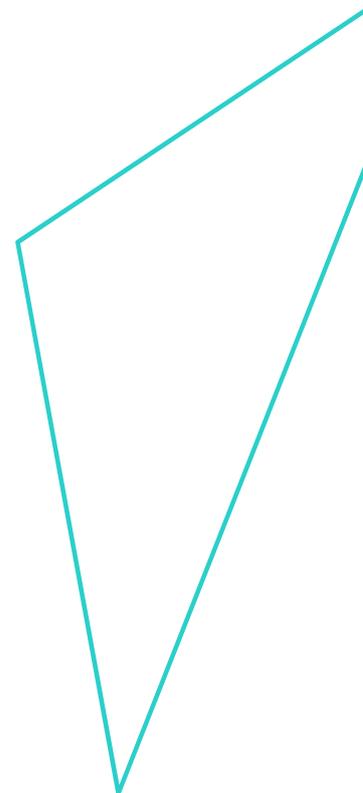
HOW ACCURATE IS BIA AS A TECHNOLOGY?

The accuracy of any body composition relates back to how the technology is built and what validation it has been through within reliability studies. The accuracy of the Evolt 360 is verified by the many publications in the scientific literature that relate to BIA technology.

When it comes to factual information about accuracy of BIA technology, all forms of BIA have been established as being identical in terms of the method of operation and the utilization of impedance measures that incorporate an alternate electrical frequency to determine body composition, despite marketing collateral of competitors that suggests otherwise.

Similarly, whilst our competitors provide research papers in which their devices have been used as part of the methodology of data collection, those studies do not constitute peer-reviewed substantiation of the validity or reliability of those devices. Rather, there is an implied reliability that our competitors refer to as demonstrating the features of their devices, which is very clever marketing, but devoid of substantiated scientific support.

BIA and an alternating current passed through the body is identical regardless of the manufacturer however the algorithms used by different companies is where the variability exists. The accuracy of the Evolt 360 data analysis methodology that incorporates a 5-point algorithm has been developed based 100% on evidence-based data presented in the research.





Some of our competitors, use a 3-point algorithm that ignores age and gender (with default male and age settings that override what the individual enters into the system) which have repeatedly been substantiated in the literature as key components to the accurate determination of body composition in all demographics. So, the aggressive marketing of some competitors, in fact, highlights a major flaw in their system that categorically demonstrates a high degree of questionability regarding their results.

So, there is no negation of the key point of difference in the Evolt 360 in comparison to other BIA manufacturers, rather, the accuracy of the Evolt 360 stands on a platform of substantiated scientific methodology that is consistent with all current evidence-based practice.

6 REASONS TO GET A BODY COMPOSITION SCAN

It doesn't matter how many weight loss or fitness journeys you've been on in your lifetime. Taking that step towards a better you means you're getting closer to succeeding and attaining the goals you have for yourself - and that's a positive thing! But sometimes it's hard to keep moving forward, so discovering new ways to keep yourself motivated are key to keeping accountable. Here are our top 6 reasons why you should get a body scan:

1. IT WILL TELL YOU A LOT MORE ABOUT YOUR BODY THAN BMI

Millions of people hop onto a bathroom scale in the hope of seeing numbers either drop with weight loss or rise with muscle gain, but more often than not those numbers stay the same for a long time (known as a plateau) even when nutrition and fitness plans are being followed to the letter, and if they're not staying the same, they're either dropping or rising very slowly.

Most likely it's the scale, and it can all be resolved by using a body scanner like the Evolt 360.

One of the biggest differences between body mass index (BMI) and body composition is accuracy. Instead of looking just at your BMI and weight numbers from a set of bathroom scales, a body scanner takes a measure of your entire body composition. This includes units like lean body mass, total body fat percentage, body fat mass and visceral fat level - numbers far more important to your health than simply your BMI.





2. IT WILL REVEAL YOUR SECRET (BAD) FAT

Body scanners have the extraordinary ability to provide units of measurement in visceral fat levels, subcutaneous fat mass, total body water, skeletal muscle mass and mineral intake.

Knowing how much subcutaneous fat you are storing, for example, could very well help guide you in understanding where you stand with your health. Increased numbers mean you could be at a higher risk of health problems including heart disease, stroke, type 2 diabetes, fatty liver disease and/or kidney disease.

If you have a body scan and your subcutaneous fat mass numbers are borderline, you may find that motivation comes thick and fast to do something about it. This goes for all the other measurements provided by a body scanner - sometimes, all it takes is the reality check of a body scan report card to see where your health is heading.

3. YOU DON'T HAVE TO STRIP OFF

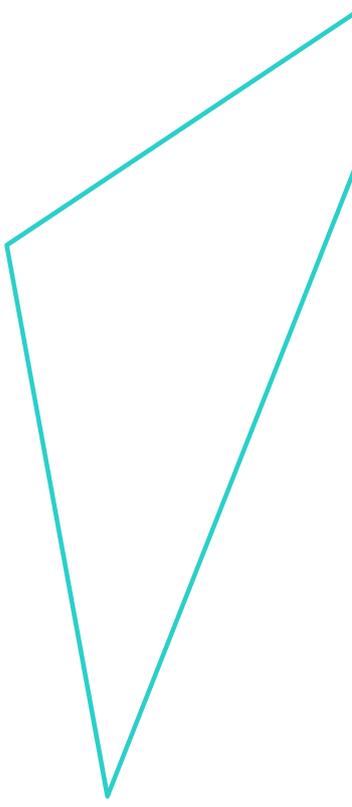
Traditionally when body measurements were taken by a personal trainer or coach with bathroom or physicians scales, a tape measure and calipers, you would be required to remove clothing in the gym's back office or closet to get the most accurate readings - and this definitely would deter people from starting a fitness journey.

Body scanners like the Evolt 360 only require you to wear light active wear before stepping on without shoes or socks. Given today's advancements in technology, clothing doesn't add to your mass and won't impact your body composition results.

4. IT CAN HELP IMPROVE HOW YOU TRAIN

Because a body scan provides you with a scientifically validated measurement of body composition, it's a great way to look at where somebody is in that moment. It's an opportunity to sit down with your personal trainer or coach and do an accurate assessment to create, or make adjustments, to training programs.

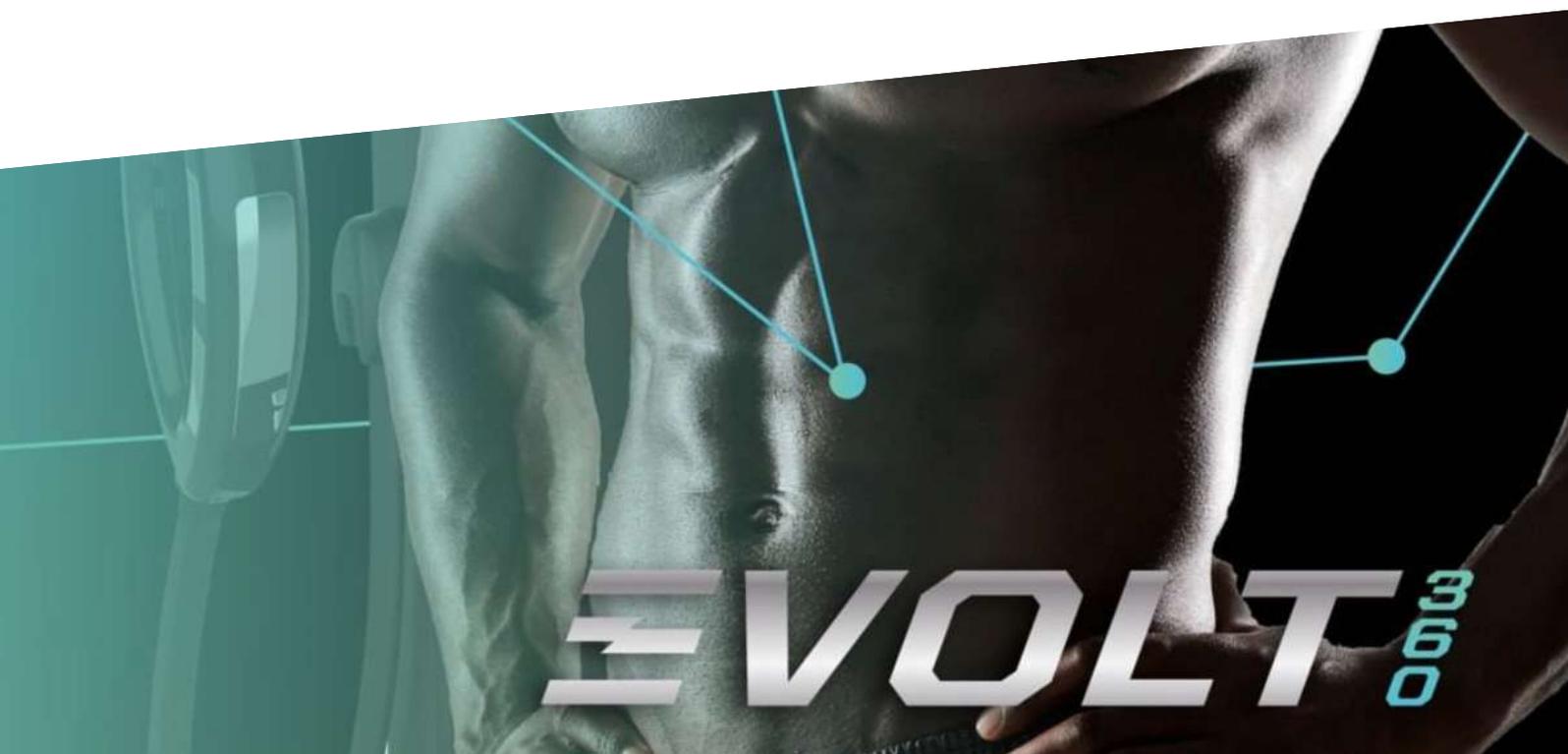
Having a body scan at the start of your journey can allow you to work towards specific targets like increasing muscle mass or losing body fat. You'll be able to adjust your training program in accordance to where you need the focus on (upper body or lower body, for example) and monitor your results with your follow up scans.



5. IT TELLS YOU WHAT YOU SHOULD BE EATING BASED ON YOUR HEALTH GOALS

A body scanner like the Evolt 360 has the capability of determining the right macronutrient profile for you. Macronutrients - proteins, carbohydrates and fats - are what the body needs to function, and the results of a body scan can indicate to you the right levels of each macronutrient you should be consuming for maximum performance.

Other methods of determining macro profiles for specific body types simply use overall weight and mathematic calculations, which is subject to human error. The speed and effectiveness by which a body scanner reads for personalised macronutrient intake ensures it is by no way a 'one size fits all' result.





6. IT PROVIDES PRECISE 'BEFORE' AND 'AFTER' RESULTS

One of the best things about having access to a body scanner is that you can do a comparison of your results from when you started your fitness program to where you are currently. Placing your report card side-by-side will be an eye opening experience, and the feeling you get from seeing all your hard work and effort pay off with the numbers in front of you is insurmountable.

That first body scan counts as a baseline, giving you something to compare your fitness and health to in the weeks or months following the start of a fitness regiment. It's a fantastic way to visualise progress and recognise your wins.

WHY IT IS IMPORTANT TO CONCENTRATE ON FAT LOSS, NOT WEIGHT LOSS?

Traditionally people have used weight on the scale as a measure of progress to measure fat loss, however, we now know that weight on a scale doesn't provide the full story of body composition progress.

Read on for what your bathroom scales CAN'T tell you...

- How much Body Fat makes up your total weight: It is impossible to estimate how much of your total body weight is made up of fat on a bathroom scale or your mirror.
- How much Visceral Fat you have: Visceral fat is the dangerous fat that surrounds your internal organs. Because you cannot see. This type of fat, it is often termed the "hidden, dangerous fat."
- How much Body Fat you carry on each limb & trunk: Keeping track of where you carry most of your body fat can assist with training and supplement protocols.
- How much Skeletal Muscle Mass you have: Necessary for healthy metabolism and increased immune function. Skeletal Muscle Mass occupies less space in the body but can account for the bulk of your body weight on the bathroom scale.
- How much Nitrogen (Protein) you have: Necessary for repair of tissue and cells, protein is vital for muscle growth and immune function.
- Identify Muscular imbalances: Required to avoid potential injury and give you an indication of areas that need improvement with training protocols.
- Total Water & Fluid Retention: Hormonal imbalances, medications, sodium intake, high carbohydrate intake etc.



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- The reason that the Evolt 360 body composition scanner has become the preferred way to track progress is that you can actually measure the amount of pounds (or kilos) of body fat lost rather than just weight on a scale.
 - Not only is it important to track your body fat, but also the different types of body fat, ie. subcutaneous fat vs visceral fat (fat surrounding vital organs) as well as your lean tissue, skeletal muscle mass and total body water.
 - The Evolt 360 body composition scanner can provide over 40 different metrics which are an important tool to establish a baseline measure and an integral to measure progress towards a particular goal.



THE SECRETS TO RUNNING A SUCCESSFUL CHALLENGE

Body Transformation Challenges are one of the most powerful ways to gain new clients and draw more people into your Fitness facility.

Best form of Advertising

Some of the most successful Fitness Businesses are continuously running transformation challenges throughout the year and using their client's successes to promote their Businesses. These gyms report greater 'word of mouth' business - just from running these transformation challenges, over any other form of advertising.

A Ready-Made Challenge

Getting started can be a bit of a battle if you've never run a transformation challenge before and most gym owners don't have the time to be doing the weigh ins, measurements, tracking the progress on a spreadsheet (which can take hours!)

Evolt 360 Body Scanner owners are already ahead of other businesses because they can use the inbuilt, unique Challenge facilitator, housed within the Evolt Insights Management Dashboard platform. It has been designed to make the process seamless, quick and easy to use.

4 SIMPLE STEPS

1. Create a Challenge on the Challenge Tab in the Evolt Insights Management Dashboard
2. Choose your Challenge Dates
3. Generate your challenge code & distribute it to your participants
4. Start scanning!

Live Leaderboard and Individualised Reporting

The Challenge facilitator has a Live Leaderboard, showing the progress of all participants. The results are presented in a leaderboard style showing metrics such as the most amount of Fat Lost or the most amount of Muscle Gained at any time during or after the challenge. The leaderboard can be downloaded into an excel file.

The Challenge facilitator will also provide automated reporting at the end of the Challenge Date in a data analytic format showing the total collated amount of weight lost, fat lost, muscle gained and the improvement of Bio Age Scores and Bio Wellness Index scores. This is a fantastic way to advertise for your next challenge!

Reward your clients with their own personalised report, highlighting their achievements over the challenge period giving them a record of their success. Conversely, if the client hasn't obtained their desired results, here is a unique opportunity to engage with your client to find out how you can help further to make sure they do reach their goals.

The Evolt 360 Body Scanner and Evolt Insights Management Dashboard is the ultimate in providing Fitness Businesses unique ways to drive new members into their facility and create new income streams in an automated, easy to use system.

Find out how much income you can generate through a challenge. Calculate your ROI here.

BETTER HEALTH STARTS WITH SELF-CARE

Better Health Takes Commitment

The day to day choices we make as individuals can severely influence whether we maintain vitality as we age or if we go down the path of poor health and debilitating conditions. And the best way we can go about making positive changes towards a long and happy life is by ensuring our customers are informed, educated and accountable about their health.

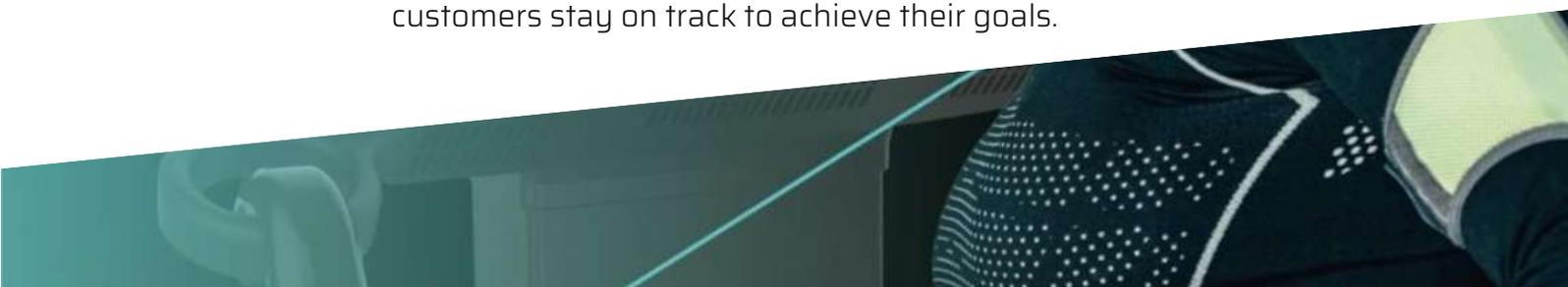
Better health is about making lifestyle adjustments and changes to daily habits, and putting the knowledge gained into practice takes commitment and focus. It's understandable that old habits die hard, but changing them is a process that involves several steps and in the end, the benefits far outweigh the risks.

Knowledge is Power

Setting realistic and achievable goals is an important first step towards better health; having a clear goal in mind helps to stay motivated when challenges arise, defining an individual that they're ready for change.

Having the right resources and tools to measure progress within one's health and wellness journey is just as important. We all know the old adage 'knowledge is power', and it couldn't be more true when it comes to better health. Progress checks can motivate, inspire and help our customers catch any dwindling in the journey as well as make changes to individual physical and nutrition programs to make adjustments where needed.

Put simply, by tracking incremental changes, we can ensure our customers stay on track to achieve their goals.





Start the Journey Towards Better Health

One of the best ways for your customers to start a journey towards better health, learn about their bodies, keep track of progress and dramatically improve body composition is by setting a baseline with an Evolt 360 body scan.

The accuracy of body measurements conducted by hand, leads way to human error and misinformation, however with today's technology it has become easier than ever to ensure an individual can set realistic objectives such as building muscle, reducing biological age, decreasing visceral fat and increasing protein numbers.

Setting this baseline at the start of a person's journey to better health allows them to have a greater understanding of all these metrics and to begin visualising their starting point. Asking the question 'where do I begin?' turns into 'let's get started!'.

Scientifically Backed Data Doesn't Lie

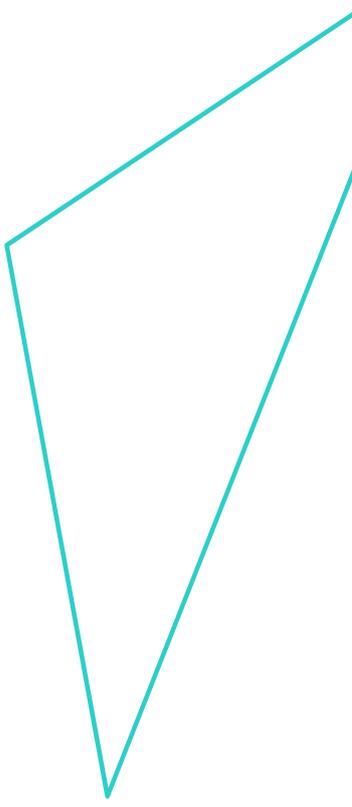
The advantage in an Evolt 360 body scan is the knowledge - knowing as much as possible about the internal workings of the body and where one sits with their current health. It's the greatest motivating factor possible, because scientifically-backed data doesn't lie.

The Evolt 360's results report following a body scan opens up discussion with a number of different professionals on the reasons why results may be poor. From learning what an individual's weaknesses are (high visceral fat or high total fat percentage) and what the best diet program could be (macronutrient profiling and protein intake) to checking in with fatigue levels and high stress (total energy expenditure figures), the results lay out a 'road map' on how to achieve goals from both a physical and nutritional perspective.

Opening communication to personal trainers and coaches, nutritionists and dieticians, psychologists and vitamin/supplement experts is a great advantage. Standing on an Evolt 360 is the first step towards self-care, which in turn encourages healthy relationships with food and physical activities. Better health starts with identifying the need and the importance for self-care to allow for an individual to stay healthy, happy and resilient.

Practicing self-care isn't always easy, but access to an Evolt 360 body scanner will allow so many people to start implementing better health strategies into their daily routines to boost well-being not just today and tomorrow, but for the rest of their lives.

For more information on the Evolt 360 Body Composition Tool or to book a demo contact us.



WHAT TO DO IF YOUR CLIENT CAN'T LOSE WEIGHT?

Celebrate the Small Wins

It can feel very demotivating when body scan results take a downward turn, but all is not necessarily what it seems. Ensuring scan conditions are consistent and having an understanding of the results and how each metric relates to another will give a clearer picture on how you or your client are really progressing.

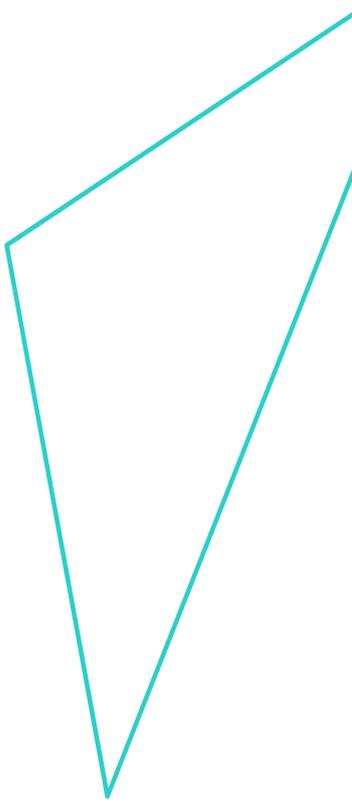
It is incredibly important that clients understand that fat loss is never a linear process and often there are plateaus and rises along the way. The end goal should always be the focus and celebrating the small wins like being consistent with training, drinking more water, getting more sleep, being more active with steps etc. Clients will take onboard your advice so setting them up to concentrate on wins and areas of improvement will always yield a better client/trainer relationship and allow the client to progress in a positive manner. The scanning process should never be a negative experience but rather an opportunity to improve and get one step closer towards that goal.

As with all forms of body composition, the technology of bioelectrical impedance (BIA) requires standardised conditions when scanning to provide proper repeatability of measurements. The technology reads impedance and reactance of tissue at a point in time which can differentiate Lean Body Mass from Body Fat Mass.

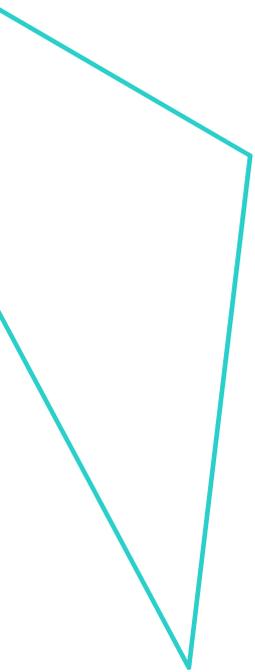
The human body is quite dynamic in response to training stimulus, nutrient partitioning and supplementation/medications so those things need to be taken into account with respect to scan readings. The technology is validated in science and used in medicine so generally, variabilities in scan results are mostly due to human factors, this is why it's important to always ensure there are standardised conditions around testing.

So, what could be the reason for results not being as expected, provided that the scanning conditions are consistent to previous scans?

If the latest scan shows a loss of Lean Body Mass (inclusive of Skeletal Muscle Mass, Protein and Total Body Water) and gaining of Body Fat, this could easily be the result of one of more of the following:

- Overtraining
 - Inflammation (tissue inflammation from training which can explain diminished skeletal muscle tissue and total body water at that point in time that you / the client has scanned)
 - Not being consistent with nutrition plan (this is often an area of improvement that provides better results)
 - Medications (inclusive of over-the-counter medications)
 - Stimulants, pre-workouts, creatine and beta-alanine supplements
 - Hormone-based implants and medications such as HRT
- 

HOW TO IDENTIFY WHETHER THE SCAN RESULT HAS BEEN AFFECTED BY A HUMAN FACTOR?



The largest margin of error can be seen by checking Total Body Water and comparing it with previous scans. Being a component of Lean Body Mass, this is where you can identify whether the scan result has been affected by a human factor that is influenced by something that has altered Total Body Water. Therefore, it is imperative to control the scanning conditions as much as possible.

So, what could it mean if Total Body Water is higher than normal? It's important to note, people with higher Skeletal Muscle Mass will have plenty of muscle glycogen and therefore show higher Total Body Water. The general breakdown of intracellular and extracellular is 70/30. It doesn't necessarily mean that the client is dehydrated if they are under in their extracellular water. This would be more an indication of the client's sodium and potassium balance rather than just water consumption alone.

In terms of tracking, the correlation of high Skeletal Muscle Mass will show in high Total Body Water. In other words, as the client increases muscle mass, their total body water will increase also.

PLACE EMPHASIS ON FOLLOW-UP SCAN RESULTS

Some people will have an expectation of their Body Fat Percentage which might not reflect on the scan result. The BIA device can only provide a result based on the impedance and reactance of tissue, and therefore the result is reflecting the state of the body at the time of scanning. The first scan result is only a baseline and the emphasis should be on the follow up scan results, not the initial scan. Furthermore, where body fat is concerned, the total Body Fat Mass (kg or lbs) is where the emphasis should lie rather than Body Fat Percentage.

From a nutrition perspective, reducing carbohydrate consumption will initially provide a substantial change as 1 gram of carbohydrate bonds with approximately 3 grams of water, so this is why there is often a decent change from the first to second scan result in a fat loss phase.

Carbohydrates are also required to replenish glycogen stores in the muscle (as well as the liver). Excess carbohydrates or a high carbohydrate meal can momentarily cause fluid shifts and alter a scan result, so keeping food choices similar in nature around scanning, is important.



HOW TO IMPROVE AND LOWER VISCERAL FAT LEVELS?

It is common to see a visually lean person's scan results that show a high level of Visceral Fat. It is important to note that a number of factors can affect visceral fat such as poor diet, alcohol and drug use as well as high stress (which can be mental, emotional, physical or environmental like shift work) and lack of sleep.

For considerably high visceral fat levels, medical consultation should be sought from a qualified general practitioner.

For general guidelines to improve and lower visceral fat levels;

- Ensure a balanced, nutritious eating plan in a calorie deficit is followed.
- Include plenty of green, cruciferous vegetables (or supplement with a good quality greens supplement) as well as ensuring a sufficient amount of protein intake and good quality fats.
- Lowering stress situations can be difficult, however cortisol reduction supplementation may be used to assist.

The BIA technology is a terrific way to highlight a lot of factors that people are often not conscious of in their daily activity and using that information to make small but potentially life-changing adjustments.

To find your nearest Evolt 360 Scanner, download the Evolt Active App.





EVOLT'S TOP TIP

“THINK OUT OF THE BOX FOR WAYS TO ENGAGE YOUR MEMBERS”

How can you get members back through your gyms doors?

It's the million dollar question how can you get members back through your gym doors. Gyms and fitness centres across the globe have been impacted since early 2020 by COVID-19, however in some parts of the world such as Australia and the USA there has been opportunity to re-open, or soon to re-open, thanks to restrictions being lifted.

Those restrictions though come with rules, which include having a limited number of people allowed indoors at any given time.

At Evolt, we understand that re-opening your gym to even minimal amounts can be financially strenuous, but we believe now is the time to maintain a strong community of members and be proactive about keeping your business going.

Now is also the best time to get members re-connecting with you and motivating them to get back into their workout routines. You've spaced out your equipment and safe cleaning practices are at the ready, but how can you re-ignite that spark to get members and non-members alike to come back through your doors?

We list our TOP TIPS to get people back and generate additional income from each of your members.

Bootcamps

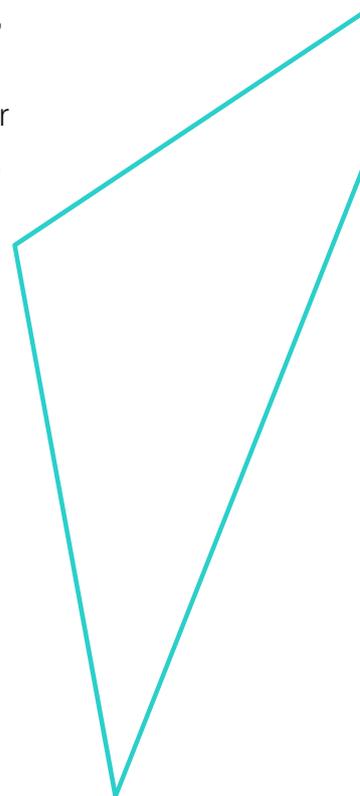
Sometimes members need that little extra push, and if you offer an exclusive bootcamp you'll help keep your clients motivated and inspired. Members will not only get a total-body workout, but you'll benefit from extra income. Upfront costs for you are minimal because you already have the equipment necessary for exercises, and most activities require bodyweight anyway.

8-Week Challenges

An 8-Week Challenge program is a great way to generate bonus funds, with the aim of members paying a set fee, prior to starting, to participate and be in the running for a prize at the end. These prizes can either be a percentage of the total you receive from, for example 10 entrants, or you can opt to approach local businesses to sponsor a prize pack. This also is of a minimal cost to you as those participating work out on their own with some guidance from yourself or a personal trainer.

Evolt Body Scanning

The revolutionary high-tech Evolt 360 Body Scanner is a motivational tool like no other, and will help you bring in extra money while times are tough. For members, accountability is a large part of sticking to a fitness regime, and allowing them to directly utilize an Evolt 360 Body Scanner in your gym may be the answer you're looking for.

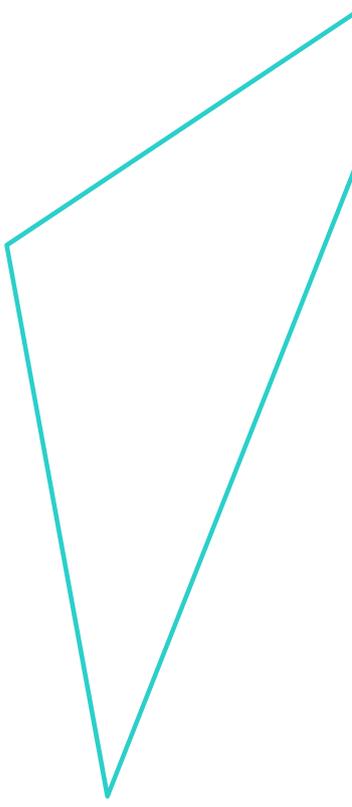


Having access to technology that can provide data about their bodies through more than 40 measurements in just 60 seconds will keep them inspired to stick to workout routines and healthy lifestyle choices, while at the same time bringing in additional cashflow to your gym with every member's usage. It's an opportunity for your center to not only promote the technology directly to your members so they can keep track of their health, but to non-members who may not be aware of such body scanning science available to them at their local health and fitness center.

Corporate Body Scanning

Not only can you entice current members to get onto your Evolt 360 Body Scanner, there are also ample opportunities to promote the technology to businesses. Health and wellness in the workplace is of high importance right now, and many companies are implementing wellness programs for their employees. This is a chance to reach out to businesses and partner up by offering the use of your Evolt 360 Body Scanner to their staff. Not only will you be generating extra income this way, but it may very well turn into leads whereby employees join your gym.

Adding an Evolt 360 Body Scanner to your gym or fitness centre is extremely cost effective and as an owner, potentially you'll be seeing a return on investment rather quickly through charging anywhere between \$20-\$50 per scan. Not only will your members be increasing their average spend in your gym, they will be seeing it as a way to support their favourite local business during these difficult times. What's more is that at the same time they will be getting detailed, reliable reports on their body composition to help keep them moving forward on their health and fitness journeys - it's a win-win for everyone!



A woman with her hair in a ponytail, wearing a white sports bra and black shorts, is in a low squat position in a gym. She is holding a black kettlebell with both hands. The gym floor is made of dark, circular-patterned rubber mats. Large windows are visible in the background, letting in natural light. The overall tone is professional and fitness-oriented.

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