

KEY TAKEAWAYS:

AWARENESS OF PELOTON IN THE US HAS INCREASED FOR THREE CONSECUTIVE QUARTERS.

PELOTON CUSTOMER PERCEPTION TOWARD VALUE IS TEPID AND WORSENERD Q/Q.

RESPONDENTS WHO DO NOT OWN PELOTON PRODUCTS BUT ARE AWARE OF IT SEE IT AS EXPENSIVE.

INTEREST IN GETTING THE PELOTON TREAD AMONG EXISTING PELOTON CUSTOMERS IN THE UK DECLINED Q/Q.

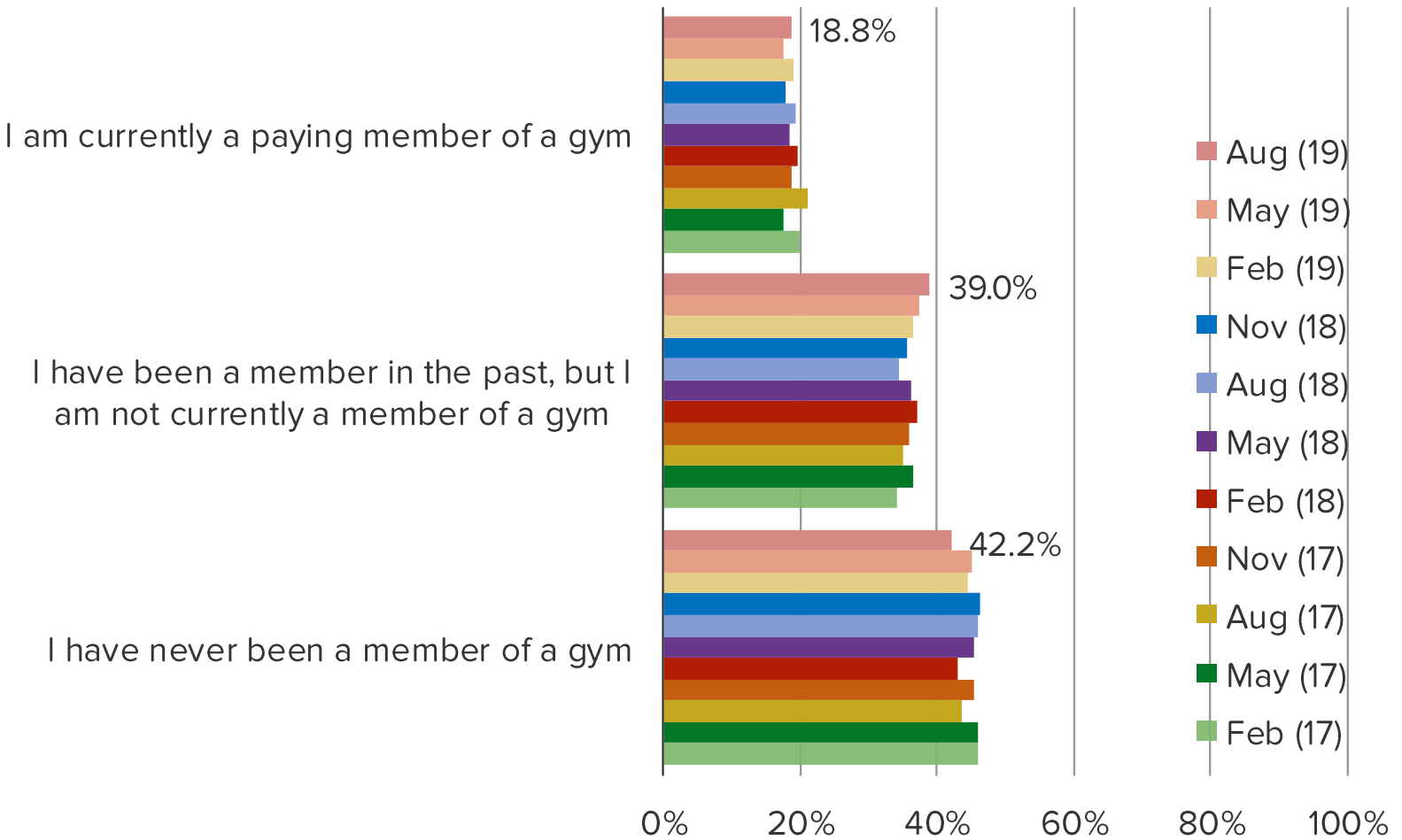
INTEREST AND LIKELIHOOD OF BUYING PELOTON EQUIPMENT AMONG THE BROADER CONSUMER BASE IN THE UK REMAINS TEPID AND FLAT TO DOWN Q/Q.

IN THE US, PLANET FITNESS HAS GAINED MARKET SHARE AMONG CONSUMERS WITH GYM MEMBERSHIPS (GOLD'S GYM HAS DECLINED).

GYM MEMBERSHIPS

EXPERIENCE WITH FITNESS GYMS

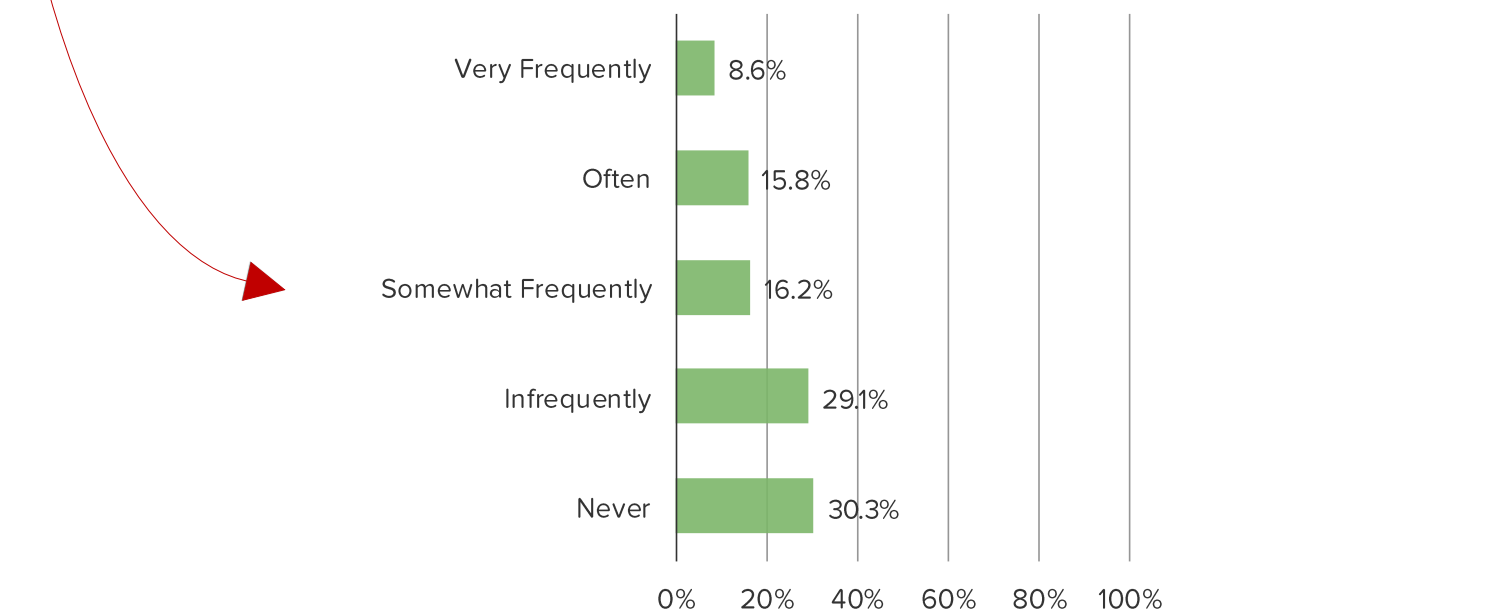
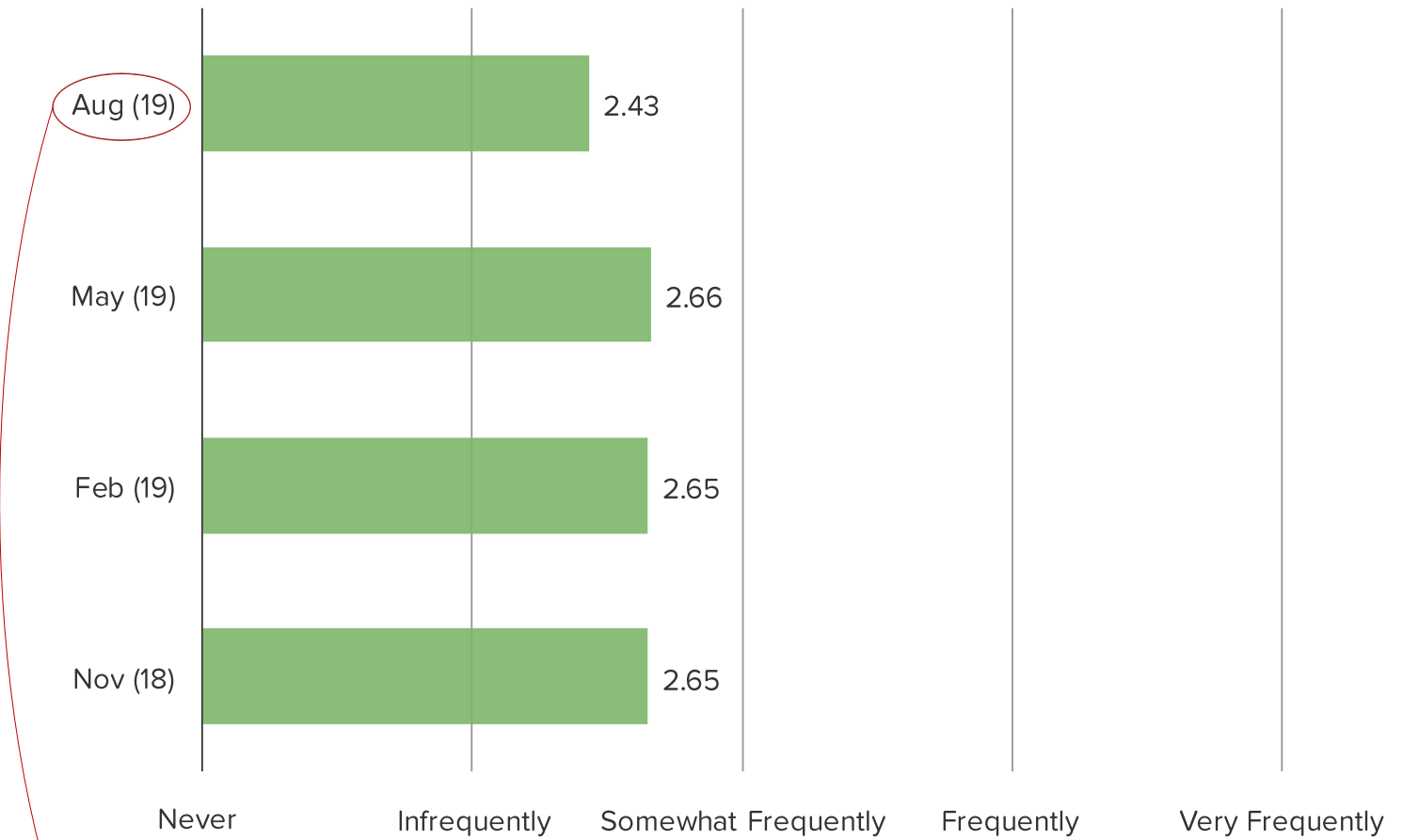
Posed to all respondents



Which of the following best describes your experience with fitness gyms?	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises
I have never been a member of a gym	45.3%	24.1%	38.8%	27.4%
I have been a member in the past, but I am not currently a member of a gym	36.6%	42.7%	41.5%	33.0%
I am currently a paying member of a gym	18.1%	33.2%	19.8%	39.5%

HOW OFTEN DO YOU PARTICIPATE IN FITNESS CLASSES OR GROUP PROGRAMS?

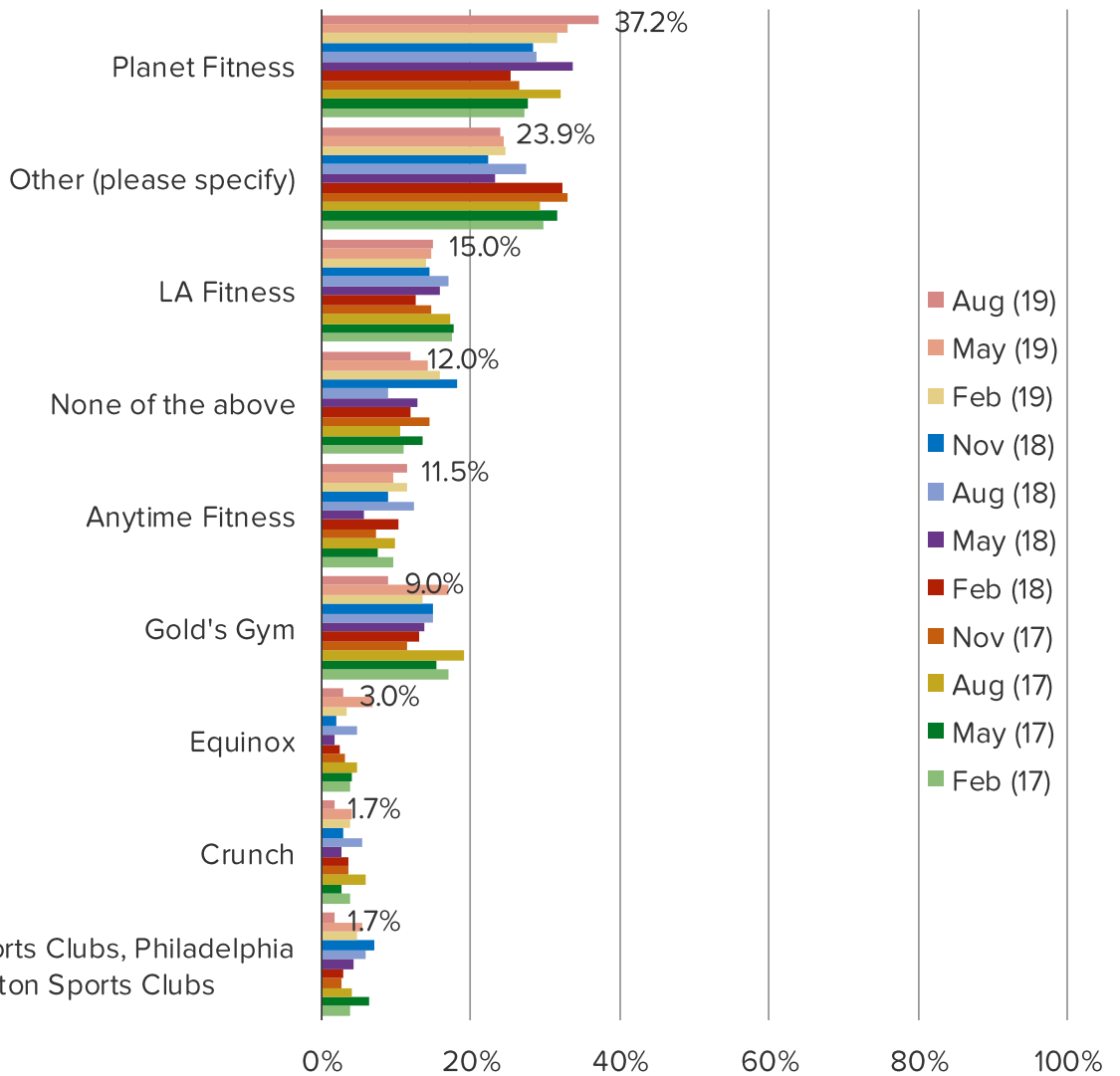
Posed to respondents WITH gym memberships



No Pain. No Gain.

GYM MEMBERSHIPS - CURRENTLY A MEMBER

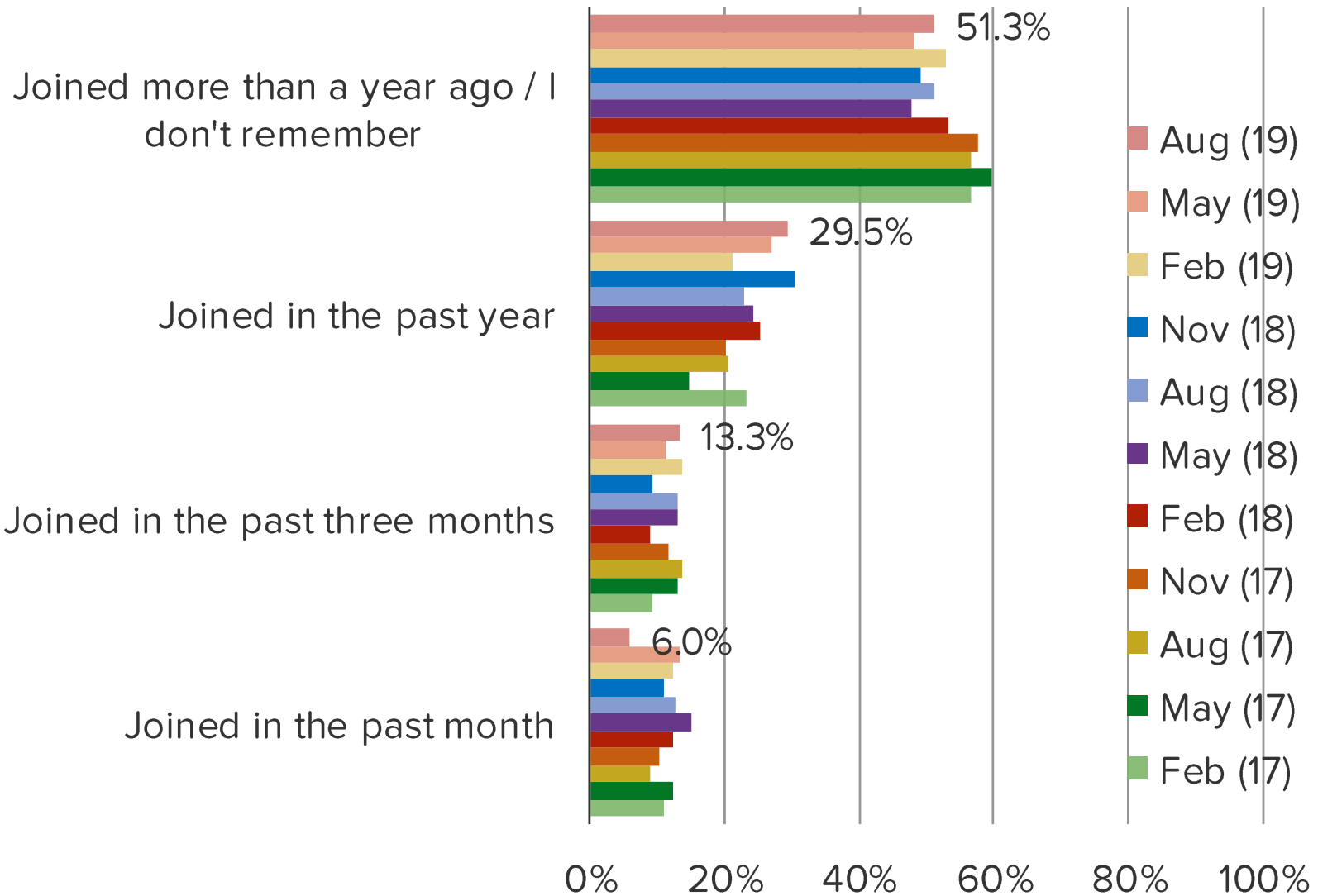
Posed to respondents WITH gym memberships



Which gyms do you currently have a membership with?	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises
Planet Fitness	30.9%	32.0%	30.5%	38.5%
Other (please specify)	23.8%	7.4%	27.1%	9.6%
None of the above	16.0%	11.5%	14.1%	8.1%
Gold's Gym	15.1%	36.1%	12.3%	32.6%
LA Fitness	14.3%	30.3%	14.9%	24.4%
Anytime Fitness	10.0%	23.8%	8.9%	22.2%
NY Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs, Washington Sports Clubs	5.7%	19.7%	3.3%	11.9%
Equinox	4.0%	11.5%	3.3%	12.6%
Crunch	3.6%	10.7%	2.6%	8.1%

HOW LONG HAVE YOU BEEN A GYM MEMBER?

Posed to respondents WITH gym memberships

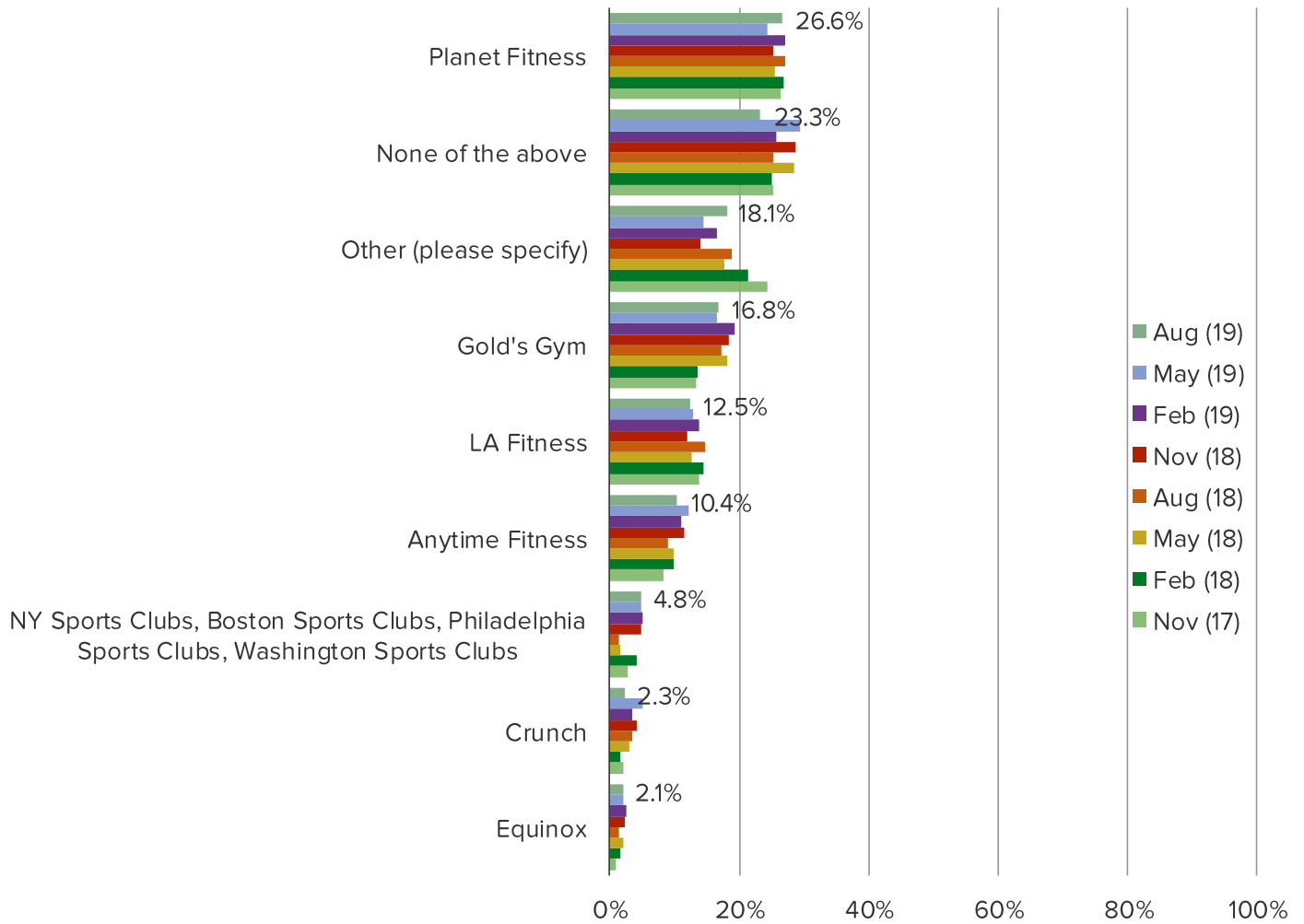


For how long have you been a gym member?	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises
Joined in the past month	12.3%	30.3%	11.5%	31.1%
Joined in the past three months	11.5%	15.6%	9.7%	13.3%
Joined in the past year	26.2%	20.5%	28.3%	26.7%
Joined more than a year ago / I don't remember	50.1%	33.6%	50.6%	28.9%

No Pain. No Gain.

NOT A MEMBER BUT USED TO BE IN THE PAST

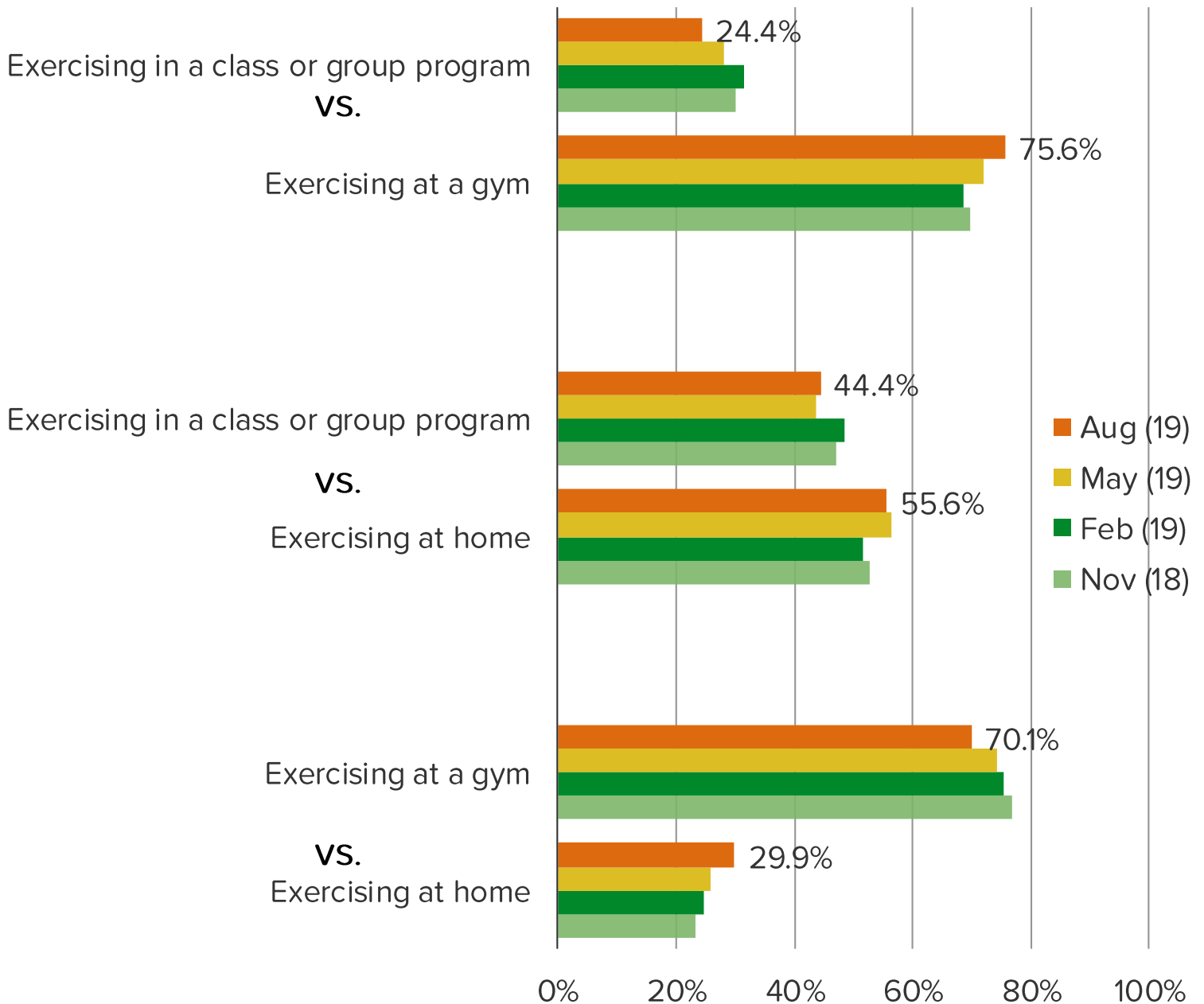
Posed to respondents WITH gym memberships



Which gyms have you been a member of in the past?	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises
None of the above	28.0%	9.2%	27.8%	18.9%
Planet Fitness	25.6%	25.7%	21.5%	28.8%
Gold's Gym	18.1%	31.6%	21.5%	33.3%
Other (please specify)	15.1%	4.6%	16.3%	3.6%
LA Fitness	13.0%	13.2%	14.2%	16.2%
Anytime Fitness	11.6%	23.7%	11.5%	21.6%
NY Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs, Washington Sports Clubs	5.0%	14.5%	6.2%	9.0%
Crunch	4.3%	11.2%	4.1%	9.0%
Equinox	2.3%	7.9%	3.2%	7.2%

WHICH IS BETTER FOR YOU?

Posed to respondents WITH gym memberships

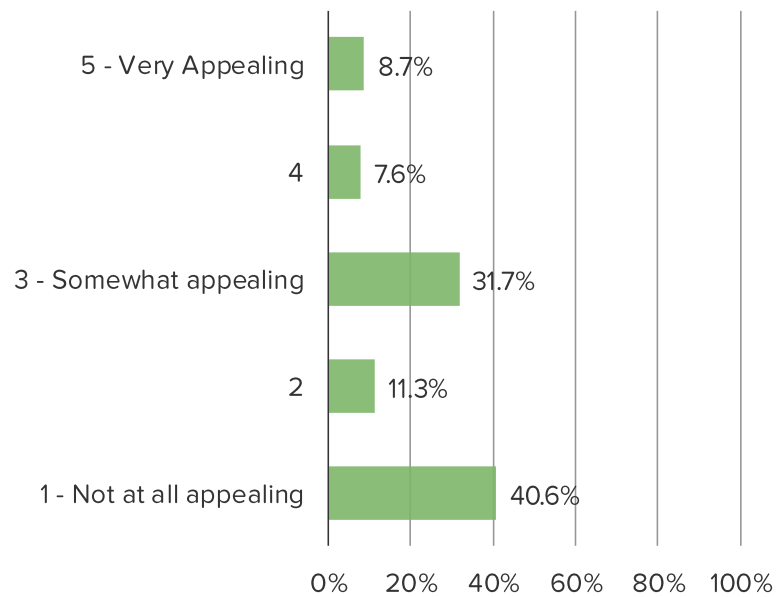
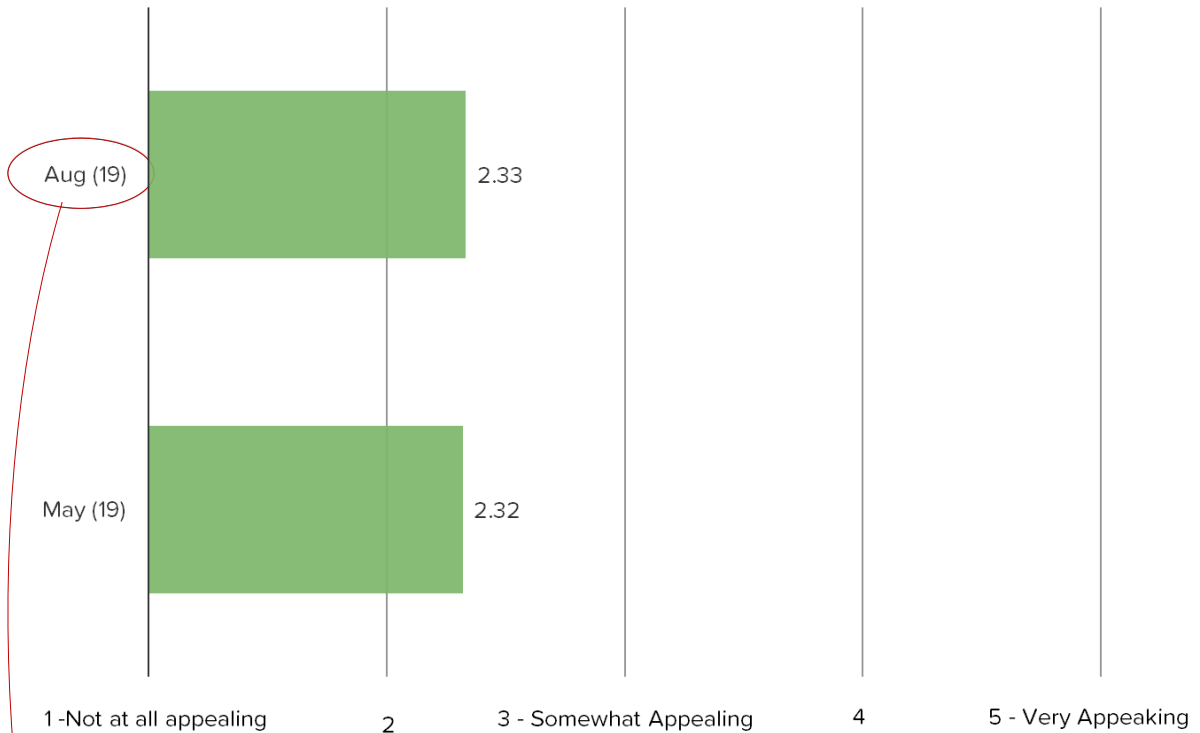


At a gym is preferred most, followed by at home, and then in a class or group program.

No Pain. No Gain.

WOULD YOU FIND IT APPEALING TO BE ABLE TO PARTICIPATE IN AN EXERCISE CLASS ENVIRONMENT WHERE YOU WATCH A LIVE INSTRUCTOR AND COMPETE AGAINST OTHER PEOPLE FROM YOUR OWN HOME?

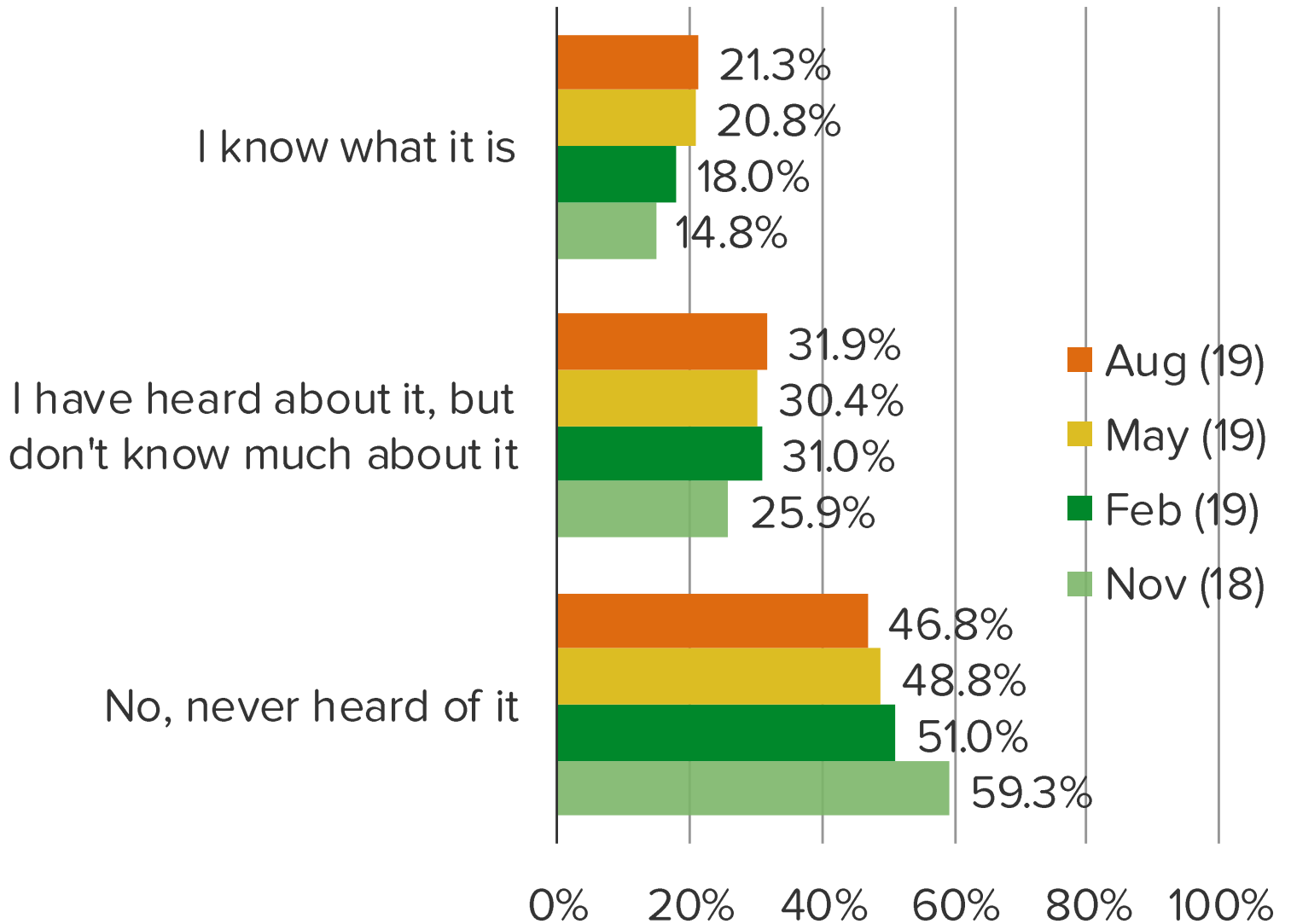
Posed to respondents WITH gym memberships



PELTON

ARE YOU AWARE OF THE PELOTON EXERCISE EQUIPMENT BRAND?

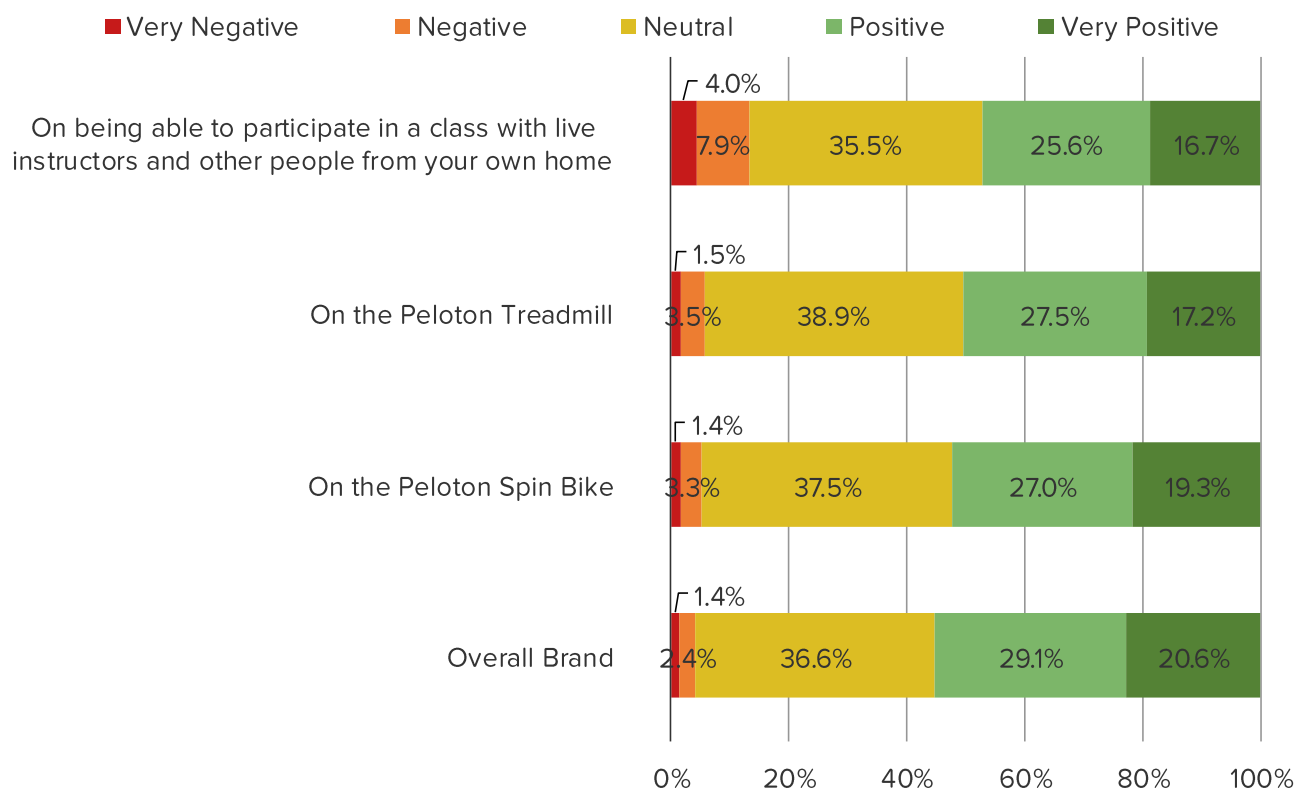
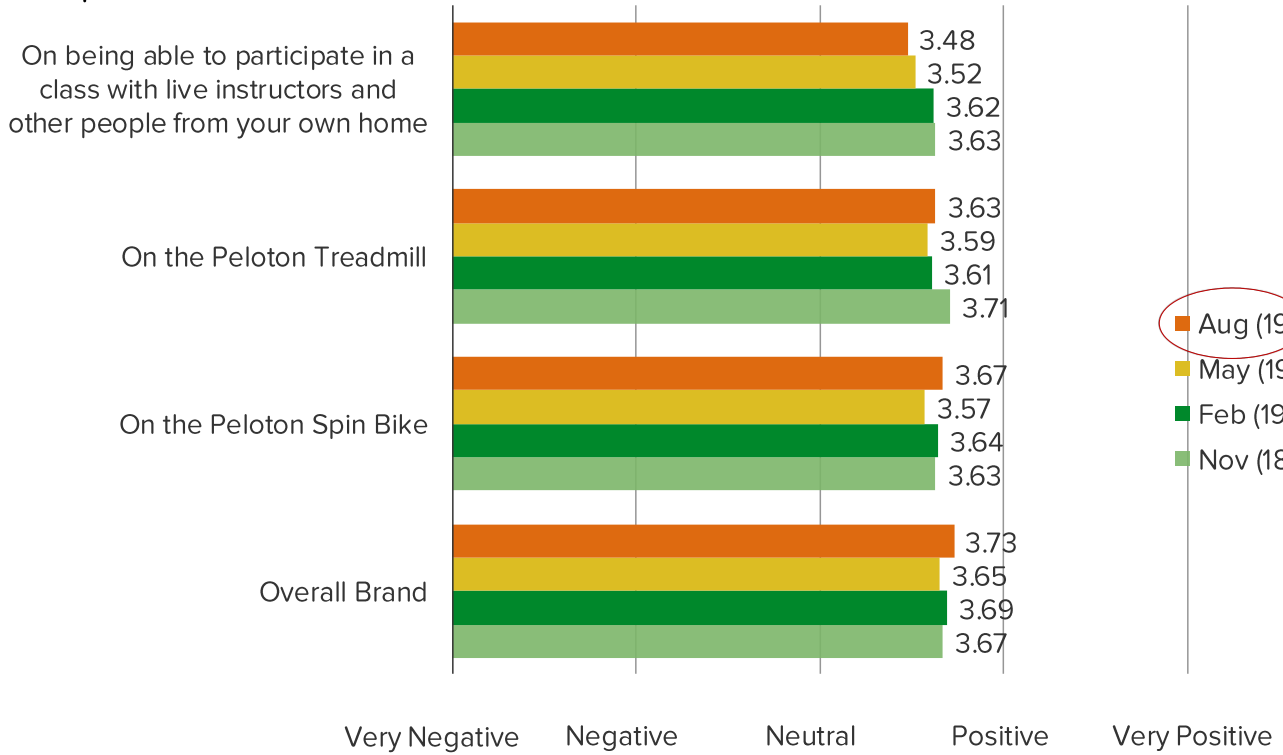
Posed to all respondents



No Pain. No Gain.

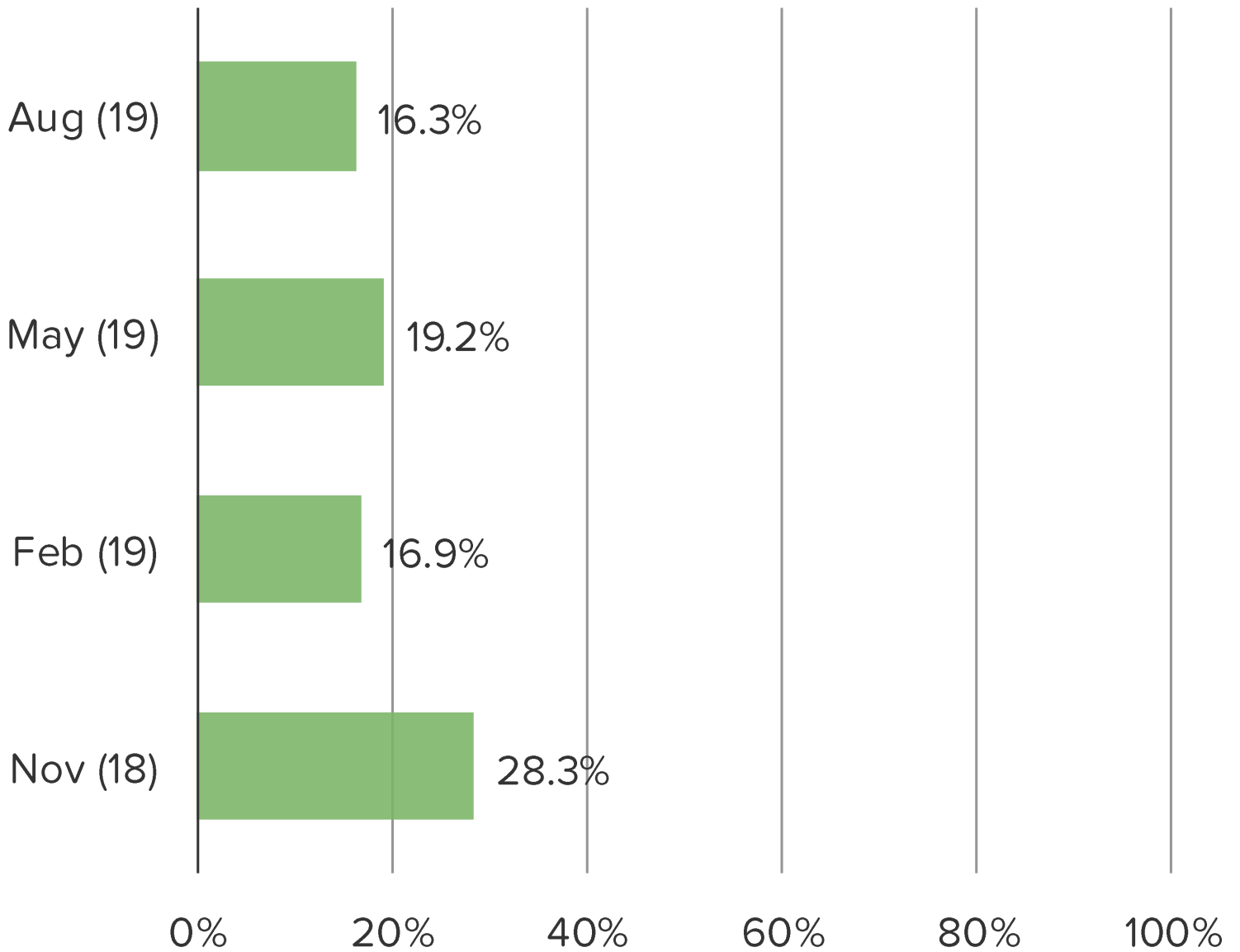
WHAT IS YOUR OPINION OF THE PELOTON BRAND?

Posed to respondents **who are aware of Peloton**



DO YOU OWN ANY PELOTON EXERCISE EQUIPMENT?

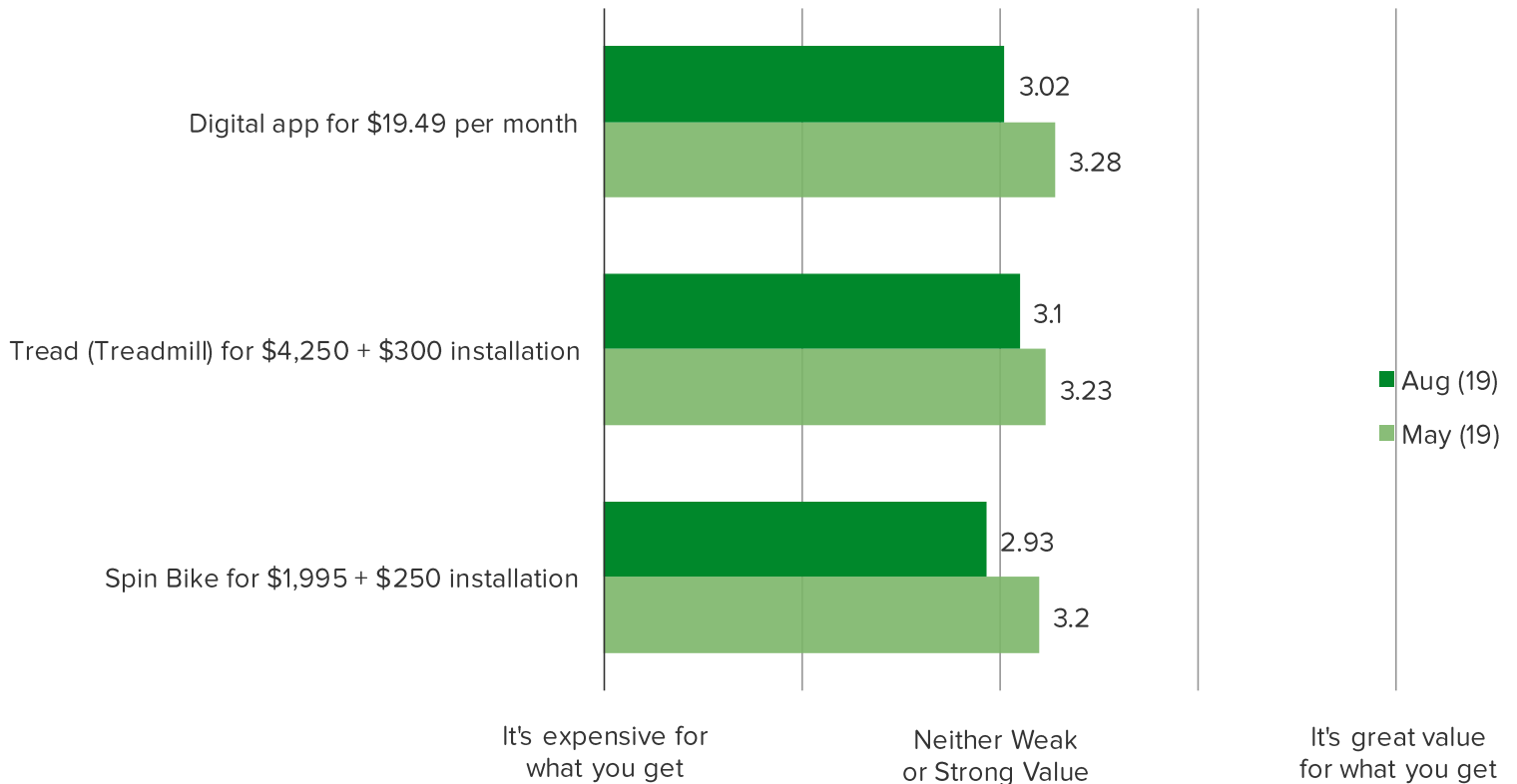
Posed to respondents **who are aware of Peloton**



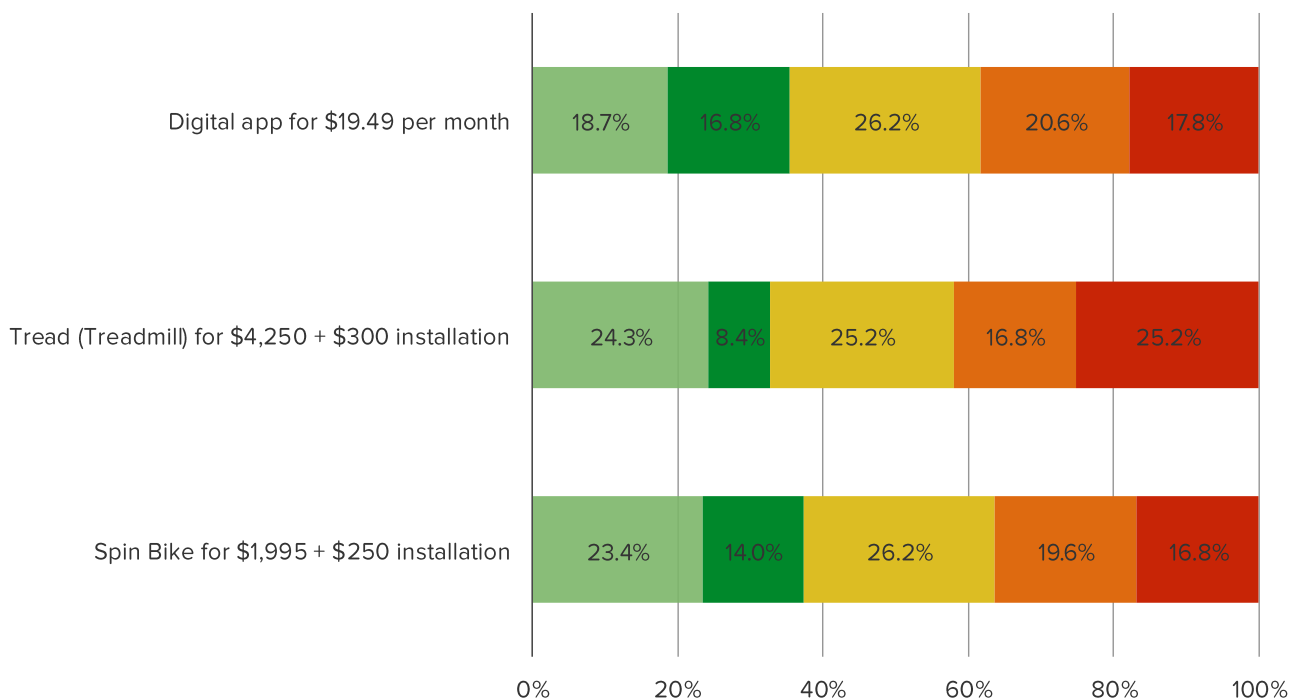
No Pain. No Gain.

BELOW ARE PELOTON PRODUCTS/SERVICES LISTED WITH PRICING NEXT TO IT. WHAT IS YOUR OPINION OF THE VALUE FOR EACH OF THE FOLLOWING?

Posed to respondents **who own Peloton equipment**



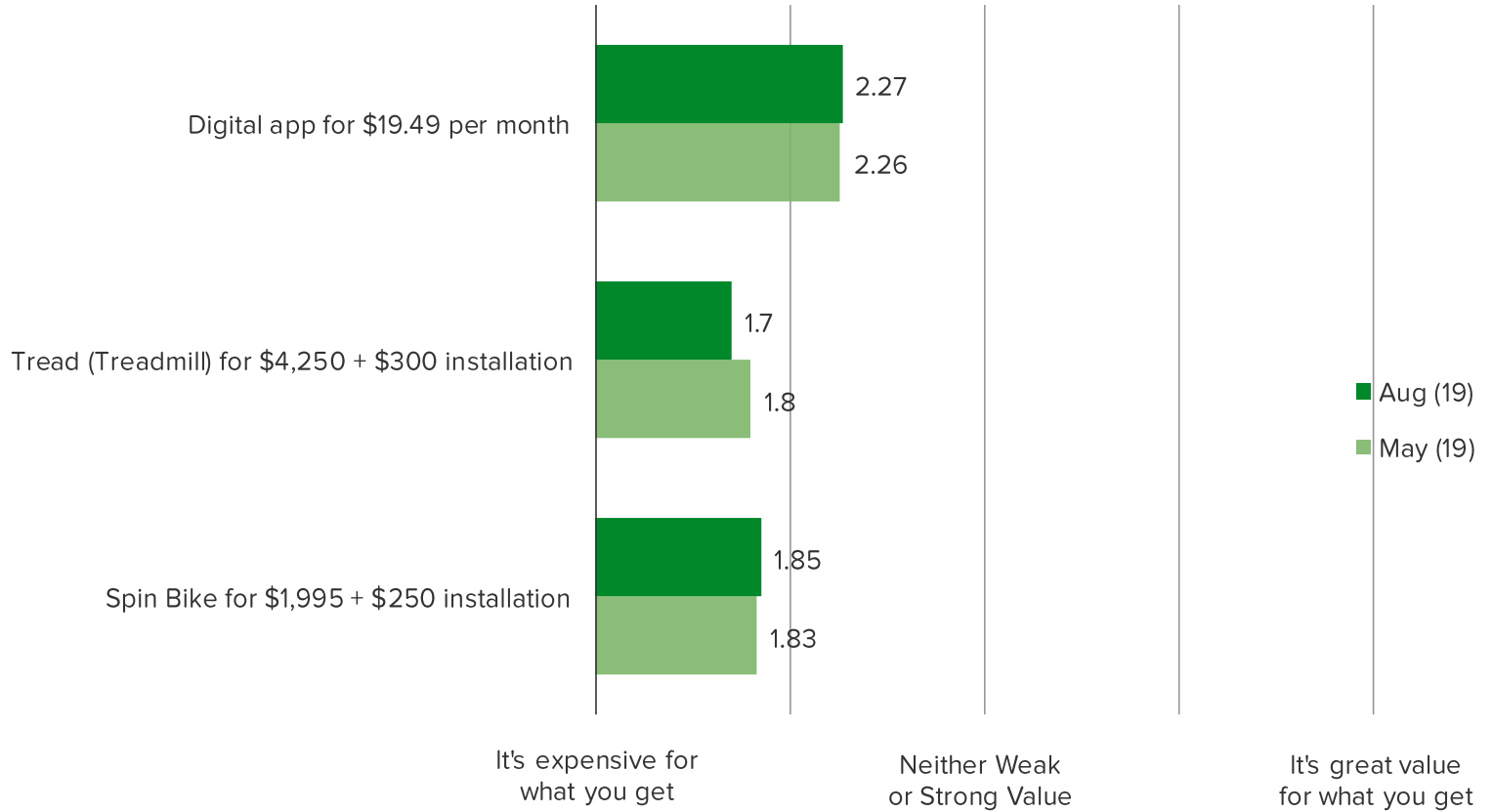
■ It is expensive for what you get ■ 2 ■ Neither Weak nor Strong Value ■ 4 ■ It is a great value for what you get



No Pain. No Gain.

BELOW ARE PELOTON PRODUCTS/SERVICES LISTED WITH PRICING NEXT TO IT. WHAT IS YOUR OPINION OF THE VALUE FOR EACH OF THE FOLLOWING?

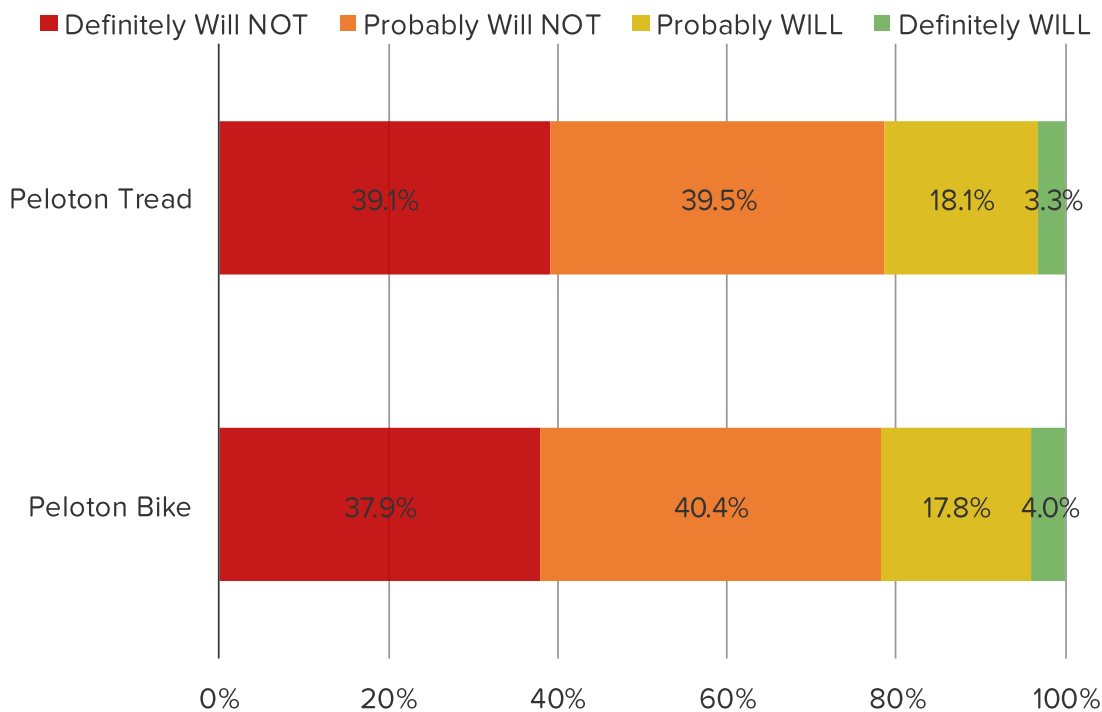
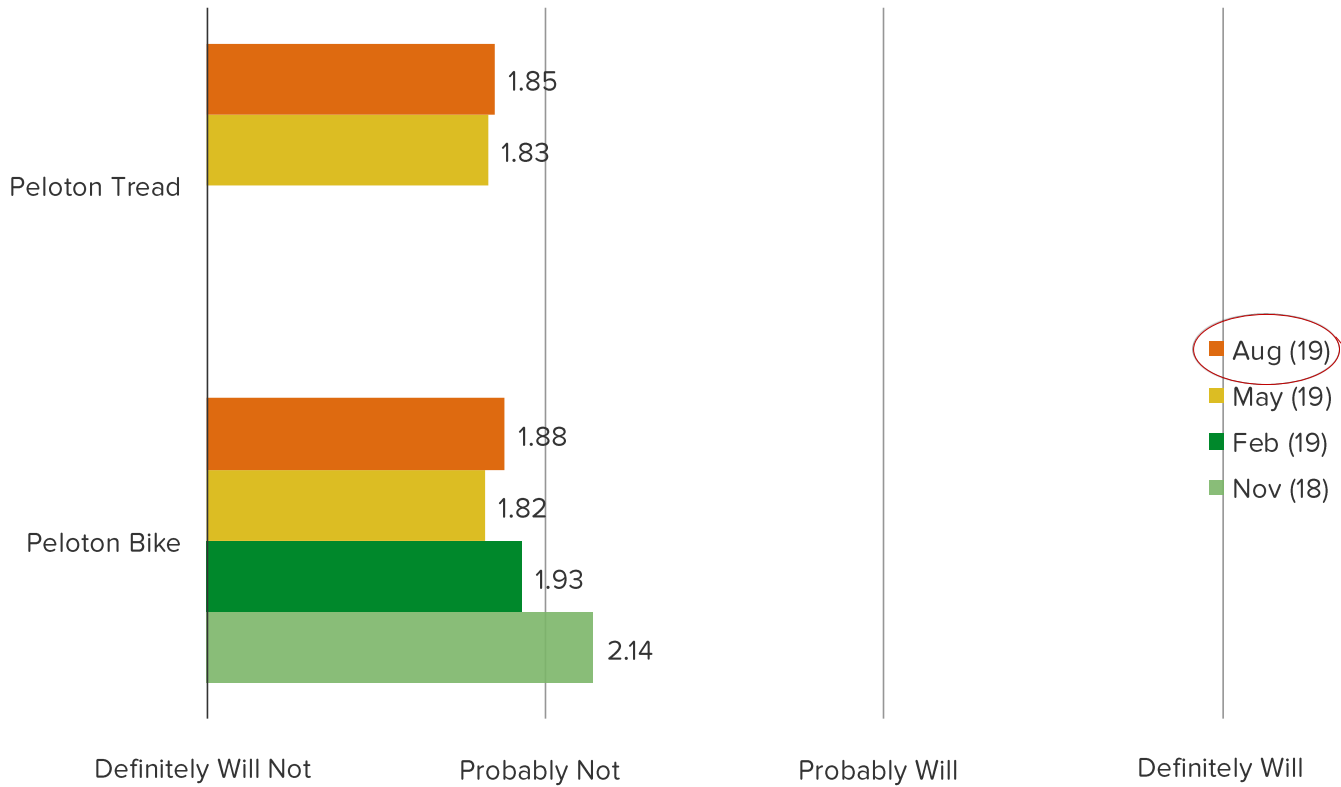
Posed to respondents **who DO NOT own Peloton equipment**



No Pain. No Gain.

HOW LIKELY ARE YOU TO BUY THE PELOTON EQUIPMENT IN THE FUTURE?

Posed to respondents who are aware of Peloton but do not own any Peloton equipment.



No Pain. No Gain.

WHY WOULD YOU BE UNLIKELY TO BUY PELOTON EQUIPMENT?

Posed to respondents who are aware of Peloton but do not own any Peloton equipment.

PELOTON BIKE



PELOTON TREADMILL



PELOTON DEMOGRAPHICS

No Pain. No Gain.

DEMOGRAPHICS CROSS-TABS

Age	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises	Gym Members
18 to 24	12.8%	15.8%	9.0%	7.7%	14.8%
25 to 34	17.9%	24.1%	14.9%	35.4%	23.0%
35 to 44	17.4%	25.5%	16.0%	33.9%	20.0%
45 to 54	18.8%	21.1%	21.1%	18.3%	17.9%
55 to 64	16.5%	7.8%	20.5%	3.8%	11.9%
65 to 74	10.3%	3.0%	11.4%	0.6%	7.8%
75 or Older	6.3%	2.8%	7.1%	0.3%	4.5%

Gender	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises	Gym Members
Female	51.8%	31.9%	49.5%	35.7%	42.8%
Male	48.2%	68.1%	50.5%	64.3%	57.2%

Region	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises	Gym Members
New England	4.4%	7.2%	3.6%	6.8%	4.1%
Middle Atlantic	15.8%	24.4%	16.0%	21.5%	19.4%
East North Central	16.7%	14.7%	15.3%	17.4%	16.4%
West North Central	6.2%	6.4%	6.1%	4.1%	5.0%
South Atlantic	22.0%	18.3%	22.4%	16.5%	21.8%
East South Central	7.8%	5.0%	7.3%	3.8%	4.7%
West South Central	10.7%	10.0%	10.8%	11.8%	9.8%
Mountain	5.1%	2.2%	6.3%	5.0%	5.6%
Pacific	11.2%	11.9%	12.2%	13.0%	13.3%

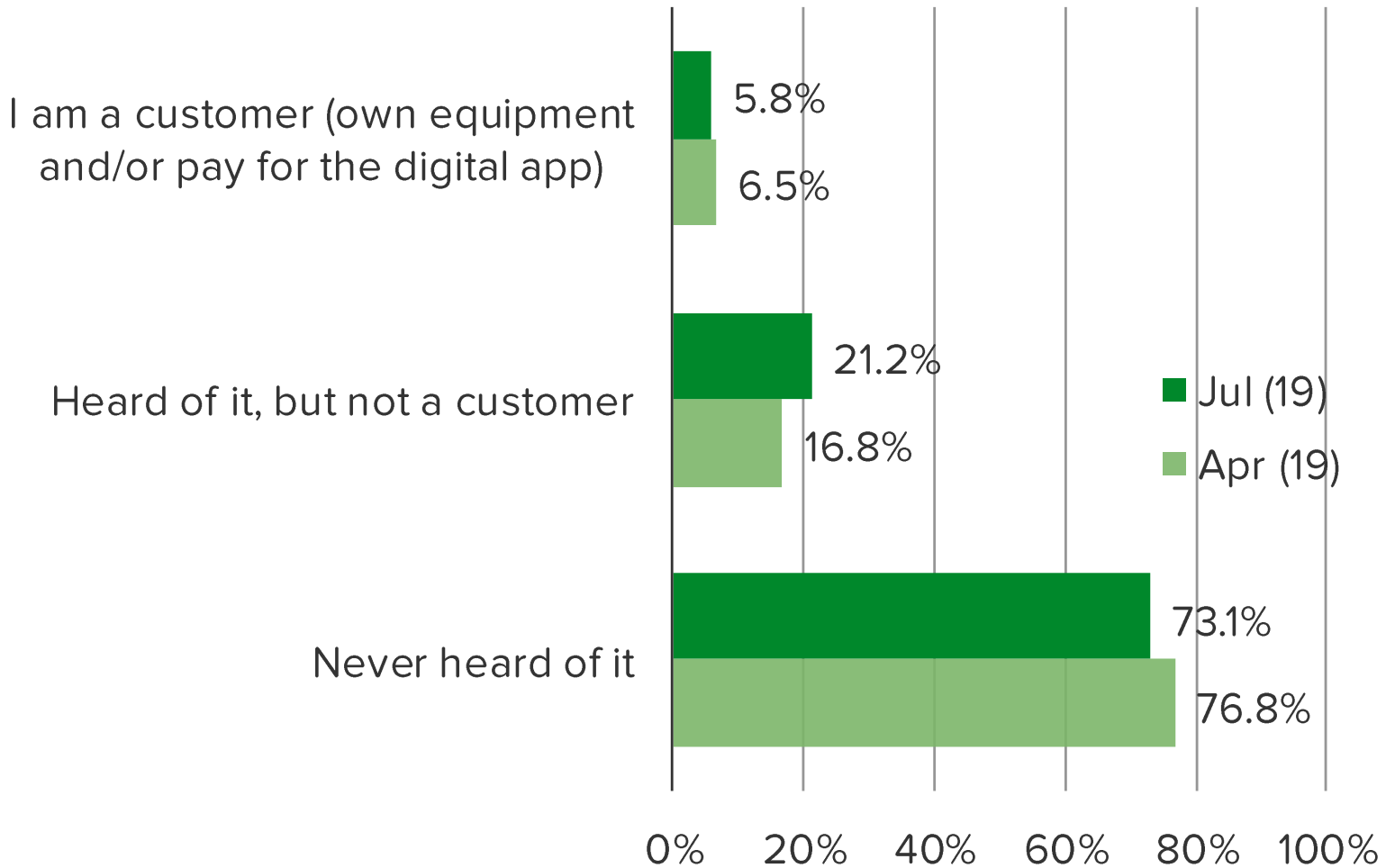
Income	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises	Gym Members
\$0-\$24,999	25.2%	13.0%	21.5%	8.6%	12.2%
\$25,000-\$49,999	28.2%	16.3%	26.0%	16.2%	22.1%
\$50,000-\$74,999	18.6%	15.2%	18.8%	18.0%	19.9%
\$75,000-\$99,999	10.3%	12.7%	12.3%	12.4%	15.1%
\$100,000-\$124,999	5.9%	8.6%	7.4%	10.9%	9.5%
\$125,000-\$149,999	4.5%	10.0%	6.5%	10.9%	7.8%
\$150,000-\$174,999	2.5%	5.5%	2.7%	6.2%	4.4%
\$175,000-\$199,999	1.1%	1.4%	1.8%	2.7%	1.4%
\$200,000 and up	3.7%	17.2%	3.0%	14.2%	7.7%

Marital Status	All Respondents	Peloton Owners	Aware of Peloton But Doesn't Own	Frequently Exercises	Gym Members
Married	43.5%	57.6%	47.6%	72.0%	46.4%
Single	47.4%	37.7%	44.6%	24.5%	46.1%
Other	9.1%	4.7%	7.8%	3.5%	7.5%

PELTON IN THE UK

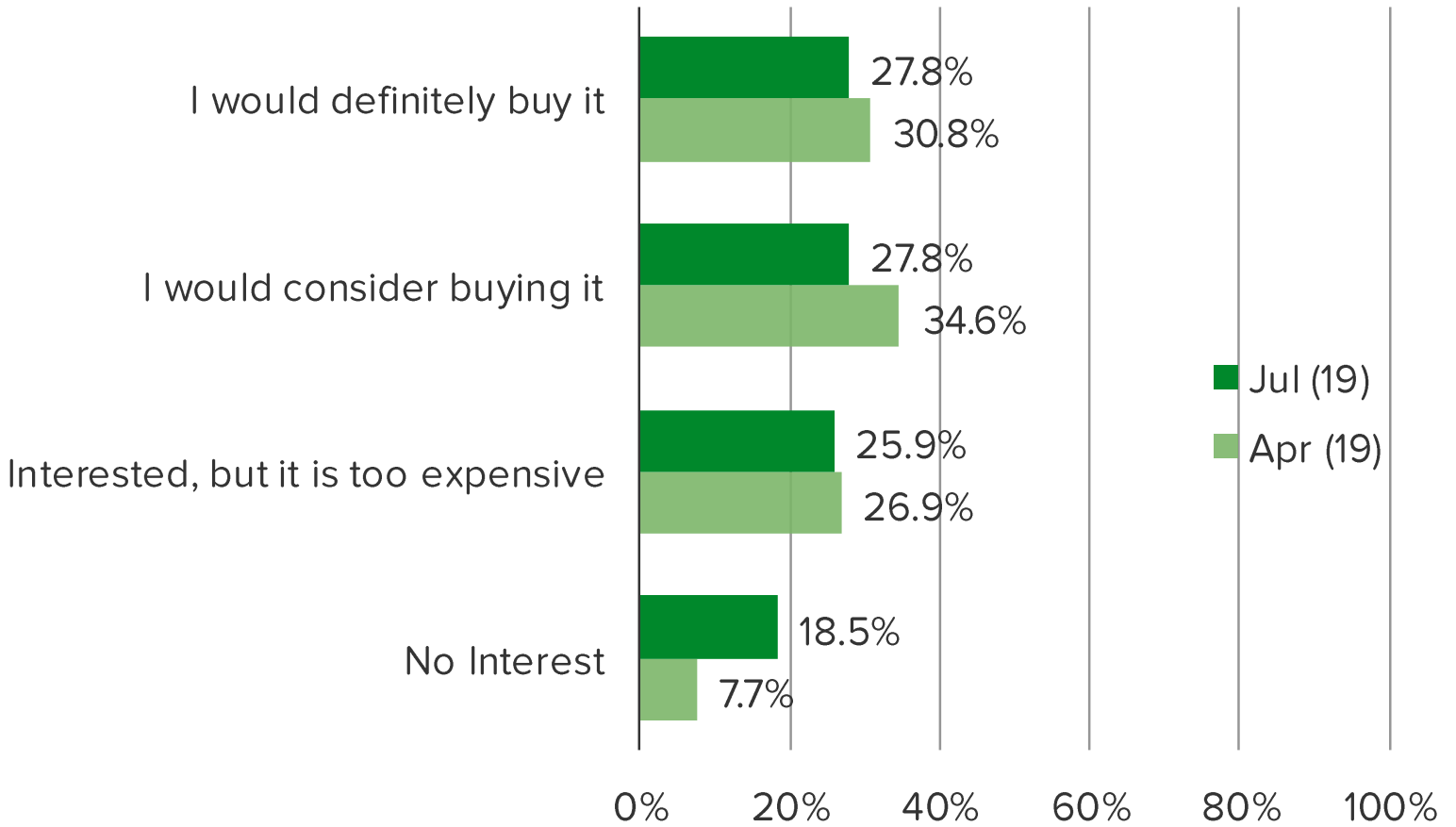
WHAT IS YOUR EXPERIENCE WITH PELOTON?

Posed to all respondents.



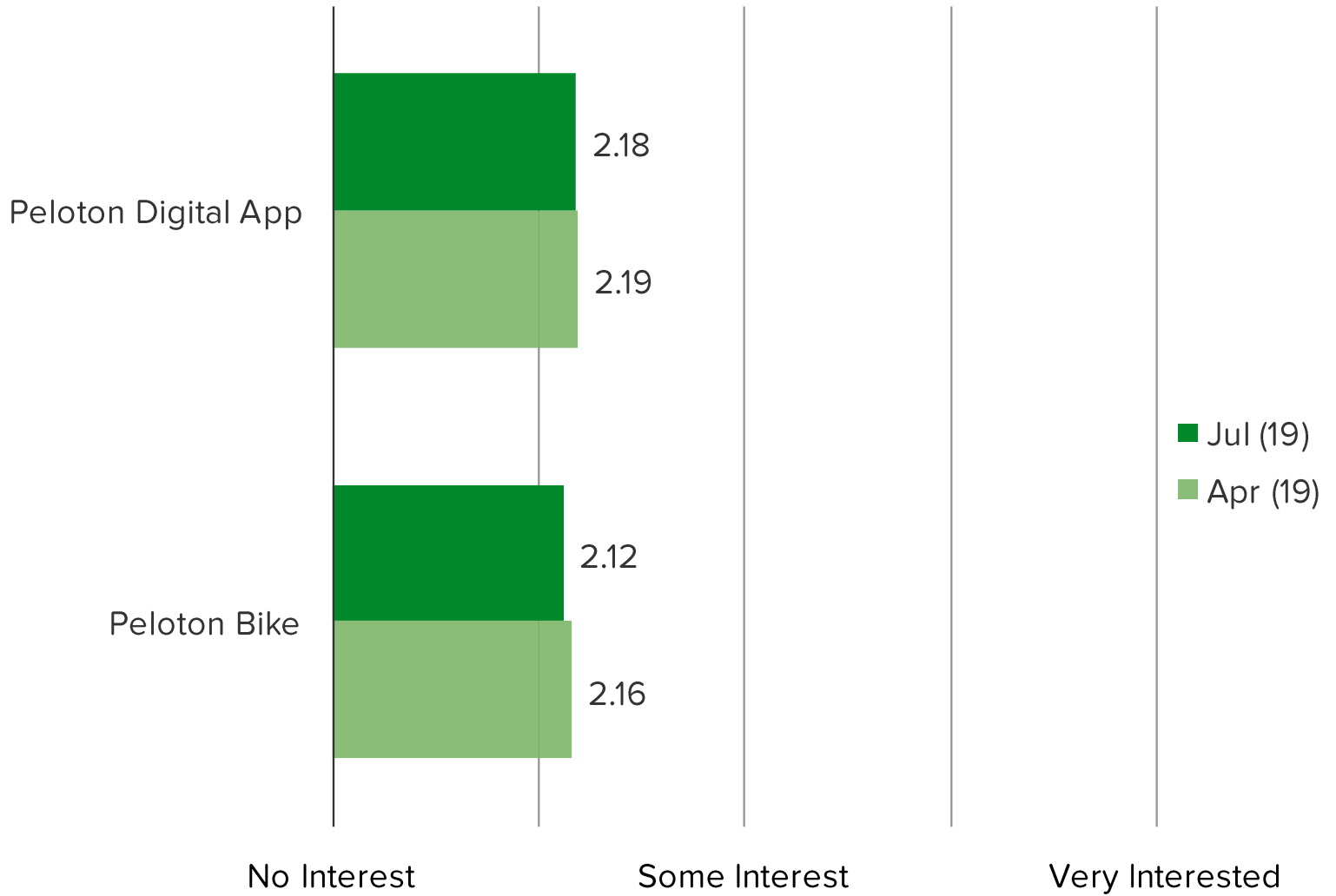
HOW MUCH INTEREST WOULD YOU HAVE IN THE PELOTON TREAD?

Posed to Peloton customers.



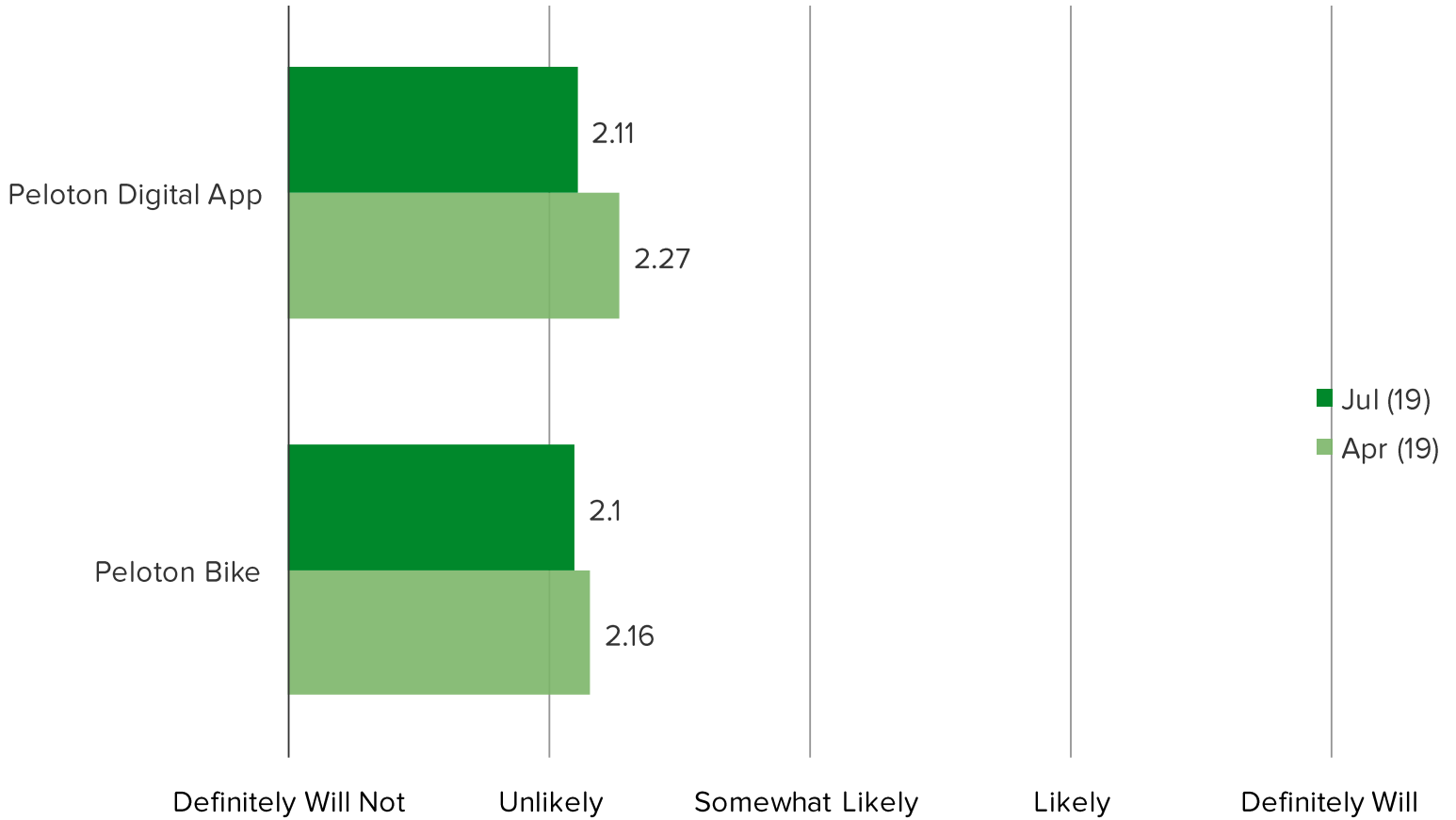
HOW MUCH INTEREST DO YOU HAVE IN THE FOLLOWING?

Posed to respondents who are aware of Peloton but do not own any Peloton equipment.



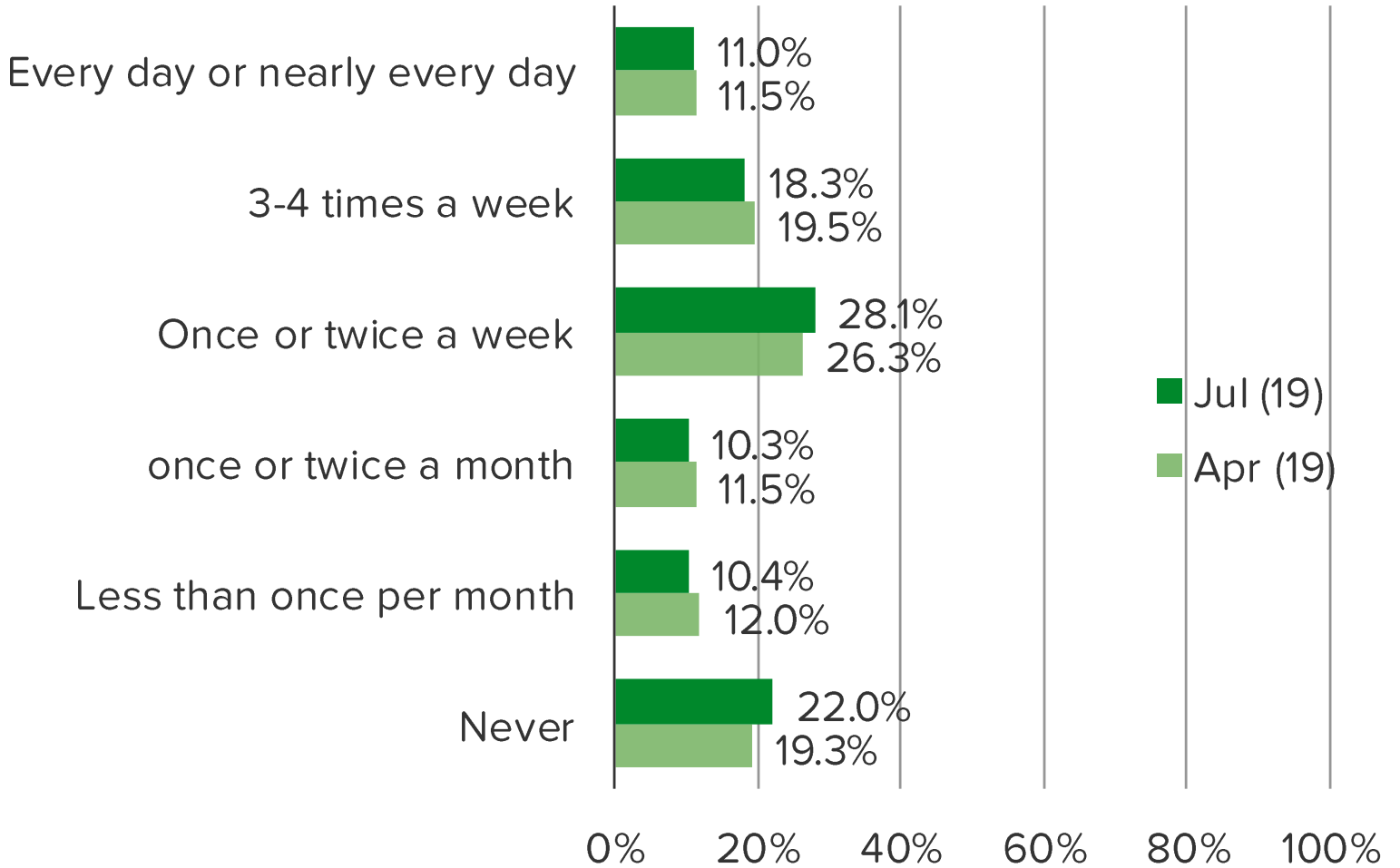
HOW LIKELY ARE YOU TO PURCHASE THE FOLLOWING IN THE NEXT YEAR?

Posed to respondents who are aware of Peloton but do not own any Peloton equipment.



HOW OFTEN DO YOU EXERCISE?

Posed to all respondents.



DO YOU BELONG TO A GYM?

Posed to respondents who exercise.

