



ZENZELE  
FITNESS

INTRODUCTION

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WE'RE ALL  
FOR YOU

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WE'RE ALL ABOUT  
TECH, HEALTH, JOY

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WHAT'S INCLUDED IN  
EVERY MEMBERSHIP

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END-TO-END WELLNESS  
SOLUTION THAT CREATES  
REAL HEALTH IMPROVEMENT

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EQUIPMENT

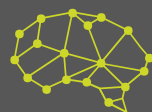
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OUR OFFERING ADDRESSES  
6 KEY WELLNESS OBJECTIVES

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WHERE IT ALL STARTED

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# A Better you

## LEADERS IN WELLNESS

THE  
COMPANY  
PROFILE

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ZENZELE  
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Exercise is the best medicine for prevention and treatment. Improve your health, wellbeing productivity and performance with the leaders in wellness solutions, Zenzele Fitness Group.

We bring together tech, health and joy in a fully integrated and holistic wellness solution offering that is easily accessible, affordable and designed to be focused on an individual's specific needs. We empower people to be their very best.

Transform your body and mind. Start your journey to a stress-free, happy, positive, healthier, better you.



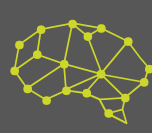
TECH



HEALTH



JOY





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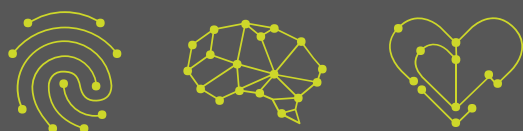
# WE'RE ALL FOR YOU

CORPORATES, UNIVERSITIES, GOVERNMENT, COMMERCIAL

Zenzele Fitness Group designs, furnishes, fit out, operates and manages fitness facilities across South Africa, extending beyond the idea of a simple gym.

Founded in April 2014, Zenzele Fitness Group provides full turnkey wellness solutions to companies, government institutions, universities and commercial institutions. We offer best in class solutions because we work with the best possible partners in the health and wellness industry and hold ourselves to the highest standards.

Health and wellbeing contributes significantly to the overall quality of life of an individual. By improving the health of each gym member, Zenzele Fitness strives to deliver an on-going positive impact on the productivity and performance of all who join us. We empower all our members to become the best that they can be by making them more aware of their health, then guiding and educating them to make the necessary lifestyle choices in order to improve their quality of life and reduce their overall lifestyle related health risks.





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# WE'RE ALL ABOUT TECH, HEALTH, JOY



### Personalised training programs

We offer individualised, integrated assessments, follow-up procedures plus professionally designed coaching platforms and procedures. Focus is on behaviour modification and educational intervention.



### Ongoing wellness management

Wellness management systems offering real time intervention via fully integrated technological exercise programs.



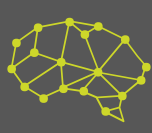
### Full member engagement

Sign-up in just a few minutes and receive your personal assessment, exercise program through integrated, tech-driven challenges, badges and live leader boards.



### Fitness integration

A smartphone app which captures, tracks and links to 3rd party devices, delivering continuous, real-time tracking and reporting to members.





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# WHAT'S INCLUDED

## IN EVERY MEMBERSHIP

Indoor and outdoor training  
and sports

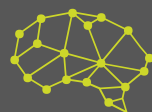
Member assessment and  
body measurement

Programming and  
professional coaching

Personalised, targeted  
and integrated wellness  
behaviour modification

Connected tracking and  
management

Full access to a cloud  
based application





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# END-TO-END WELLNESS SOLUTION

THAT CREATES REAL HEALTH IMPROVEMENT



**GYM DESIGN**  
We design, equip/fit out and staff.  
Based on decades of design experience.



**EQUIPMENT**  
World-class equipment delivered to your gym.  
Ongoing maintenance & servicing.



**PROGRAMMING & OPERATIONS DESIGN**  
Personalised programs based on members' needs & aspirations.  
Best in class operational plan with continuous improvement.



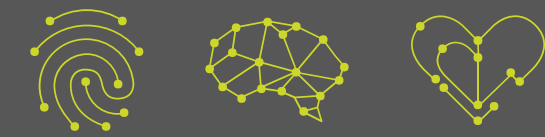
**OPERATIONS**  
Gym managed to tight SLA's ensuring world class experience.  
Sales and marketing managed to ensure strong uptake.



**ONGOING WELLNESS MANAGEMENT**  
Wellness and disease management delivered through MyWellness systems.  
Option to bring medical staff on site.



**RESULTS TRACKING & MANAGEMENT**  
Continuous, real-time tracking and reporting to members and client company through MyWellness cloud.



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# EQUIPMENT

We use the best sports equipment brand in the world.

Thanks to world-class equipment and programs – all connected to your very own device through the Cloud. Book a class, reserve a spot, join a waiting list – be healthy and well.





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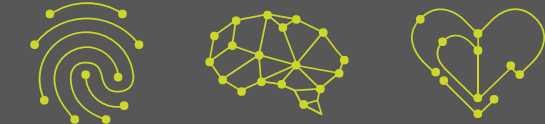
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## AWARENESS

Robust online portals.  
Integrated assessments, with effective  
follow-on procedures.  
World-class wellness promotion offerings.



## EDUCATION & TRAINING

Expertly designed coaching platform and procedures.  
Focus on behaviour modification and results.  
Ongoing educational intervention.



## PREVENTION

Real-time, informed intervention with all populations  
through tech platforms.  
Exercise programs proven to lower disease risk.



## WELLNESS CENTRE MANAGEMENT

World-class equipment.  
Expert-designed member induction and  
risk stratification.  
Biokineticist managed team.



## KNOWLEDGE & INFORMATION

All in-facility activity directly captured and tracked  
through Key Technology.  
Tech platforms allow access to all key data  
and easy referral.



## BUSINESS IMPACT & REPORTING

At target membership numbers, our offering is  
self-funding, off of member revenue, relieving all  
operating costs from facility.  
Real-time reports on all facility utilisation.





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The company is headed up by founder and CEO Tumi Phake - award-winning entrepreneur, business speaker and mentor. Inspired by his passion for health, fitness and business, Tumi's vision is to positively impact the burgeoning Chronic Disease Burden facing South Africa using the power of physical activity as both a prevention and treatment modality.

100%  
BLACK OWNED

TOP  
ENTREPRENEUR  
AWARD

LEVEL 1 BB-BEE  
CONTRIBUTOR

OBAMA YOUNG  
AFRICAN LEADERS  
INITIATIVE WINNER 2016

