

Brand Marketing Introduce

Global Marketing - Vicky

What makes Johnson Health Tech stand out and rise above

- Brand Marketing Team
- Brand History
- Product Brands and Channels
- Matrix Brand
- Vision Brand
- Horizon Brand
- Component Brand
- Channel Brand - Johnson Retail

Brand Marketing Team

(Patty Parrott)

Global Brand Marketing

HQ
Retail &
Commercial
Vicky Hsiang

Retail
(Barbara
Jahncke)

Commercial
(Tiffany
Hoeye)

Digital
Strategist
(Jessica
Tiede)

International
Marketing &
Product
Training
(Christa
Walter)

Print Design

Digital Design
& User
Experience

Video
Production /
Print
Production

Copy &
Content
Strategy

Brand
Websites

Product
Integration

Project
Management

Steve Barrett

Creative Team

(Greg Klobuchar)

Web Development Team

(Mark Slosarek)

Group Exercise & Program

HQ Global Marketing

(Danny Chiang)

Marketing
(Vicky)

Digital Product
(Vicky)

HW Product
(Danny)

Design
(Ning)

Marketing

Data
Analysis

Trademark

Operation

Product
Manager

Commercial

Retail

Industry
Design

UI/UX
Design

Graphic
Design

Marketing Team

(Vicky Hsiang)

Brand & Product

Trademark

Horizon
MXR
JRNY

(Jessie)

Matrix
BFX

(Angeline)

Vision
SCH

(Wiki)

JHT/MX
VS/HZ

(Serena)

Digital Team

(Vicky Hsiang)

Product Team

atZone
(Henk)

BaseGUI
MXR Console
(Kane)

VS Console
(Brain)

Admin Panel
(Sylvia)

APP
(Sandy)

Console
(BB)

Data

Backend

Operation

Brand History

OUR HISTORY



1975 - 1979

Early Years

JHT was established in 1975 in Taichung, Taiwan.

Cooperated with IVANKO to produce weightlifting equipment and became the largest supplier in the world within 3 years.

1980 - 1995

Fitness Manufacturing

Grew OEM & ODM fitness business with leading industry partners like Ross, Universal, Tunturi, Schwinn, True, Omron and Mizuno.



1996 - 2021

Brand/Market Development

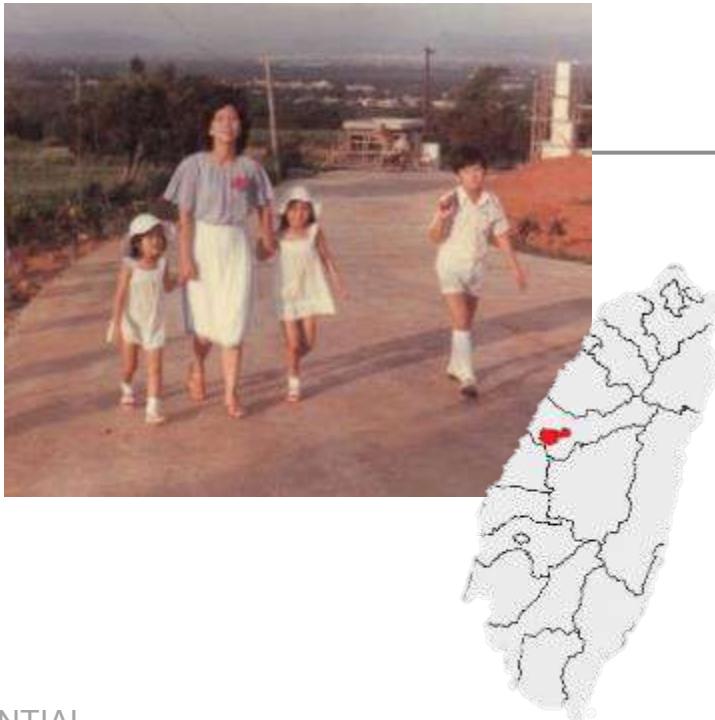
Developed core competencies in international manufacturing, R&D, global branding, channel development and management.

EARLY YEARS



1975

JHT was established by Peter and Cindy Lo as Johnson Metals in Taichung, Taiwan



1976

Teamed with IVANKO to produce our first products—weight plates



JOHNSON
®
1979

Quickly became largest supplier of weightlifting equipment in the world

FITNESS MANUFACTURING



1980

Started OEM & ODM fitness business
for leading industry partners

TUNTURI®



1986

Manufactured the iconic
Schwinn AirDyne

1995

Solidified title as largest
supplier of fitness equipment
in the world

OMRON

TRUE



BRAND / MARKET DEVELOPMENT



1996

Launched Vision Fitness specialty brand with first subsidiary in North America

More subsidiaries would follow, starting with JHT-UK in 1997



1998

Established Horizon Fitness brand for the mass/sporting goods market

2001

Opened 2nd manufacturing facility, located in Shanghai, China

Launched the Matrix brand for the commercial market



2002

Opened first Johnson Fitness retail store in Taiwan

BRAND / MARKET DEVELOPMENT



2003

JHT listed in the
Taiwan Stock Exchange



TAIWAN
STOCK EXCHANGE

S Y N C A



2006

Introduced the Wellness division, offering
Synca Wellness products for the global
market

2012

Acquired Magnum Fitness in
Milwaukee, Wisconsin, enabling
manufacturing in North America



BRAND / MARKET DEVELOPMENT



2015

Acquired 2nd Wind Exercise Equipment, making JHT the largest specialty fitness retailer in the world



2019

Our Vietnamese manufacturing facility opened, producing retail fitness equipment for our Horizon and Matrix brands

2020

Purchased Fuji Medical Instruments and expanded the reach of Fujiiryoki massage chairs

FUJIIRYOKI



2024

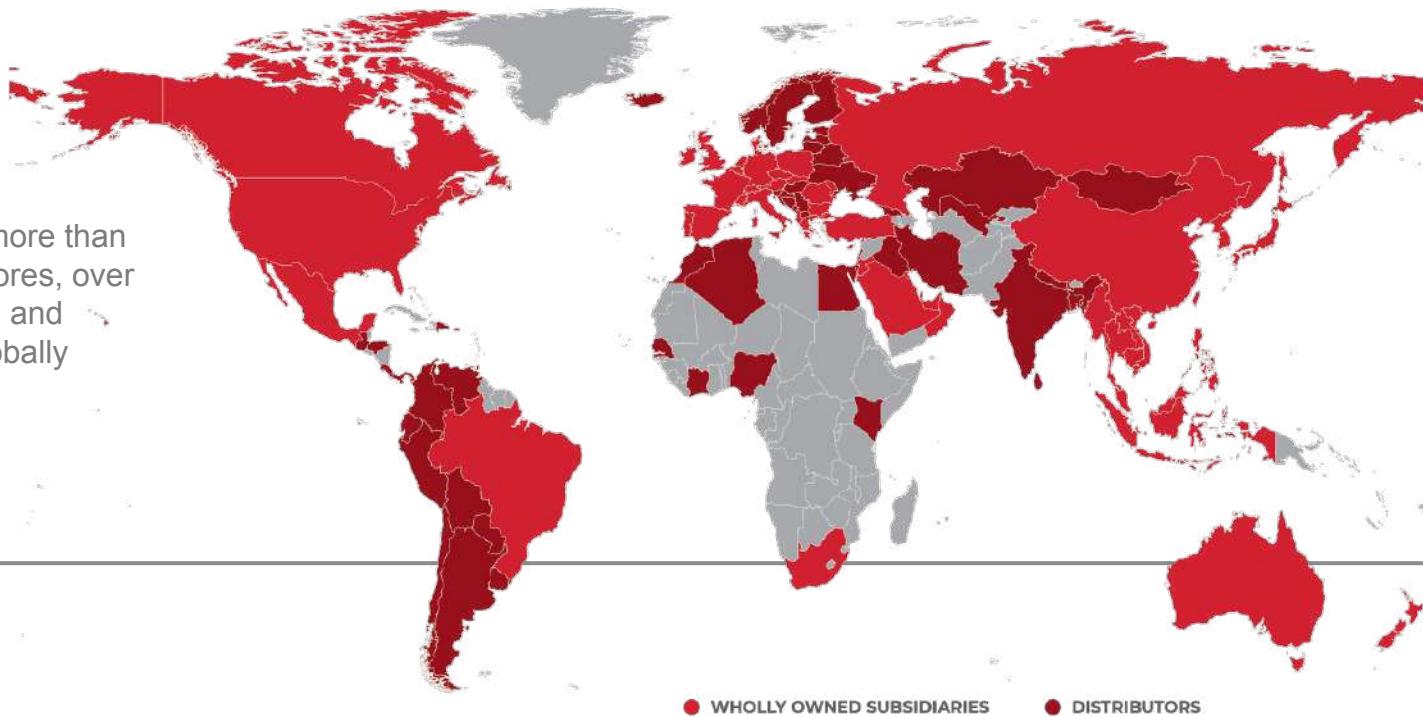
Acquired Bowflex, the world's third- largest home fitness brand, which has led JHT group to a strong competitive position in the home fitness market in 2024.



2024~

Today, we are comprised of more than 450 Johnson Fitness retail stores, over 40 wholly-owned subsidiaries and upwards of 60 distributors globally

Update:24/08



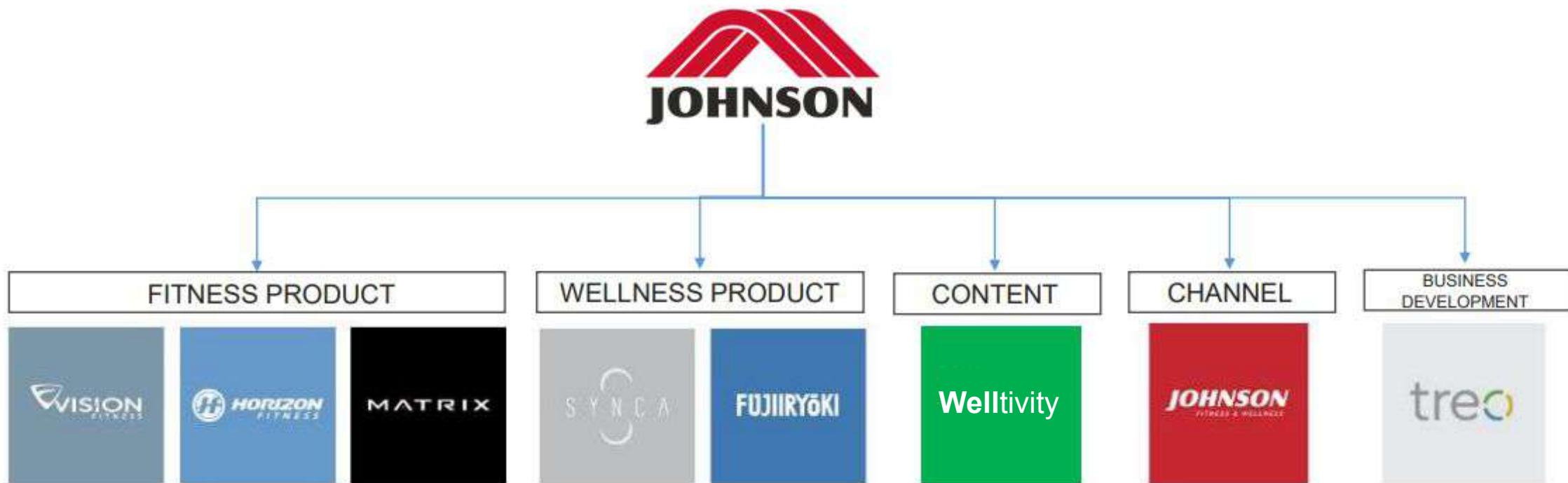
BRAND & CHANNEL STRATEGY

Powerful brands for home and commercial use



BRANDS & CHANNELS

Johnson Health Tech (JHT) is the parent company of the fitness and wellness brands you see below.



BLOGLAR BRAND & CHANNEL // 40 SBUs



MATRIX

VISION
FITNESS

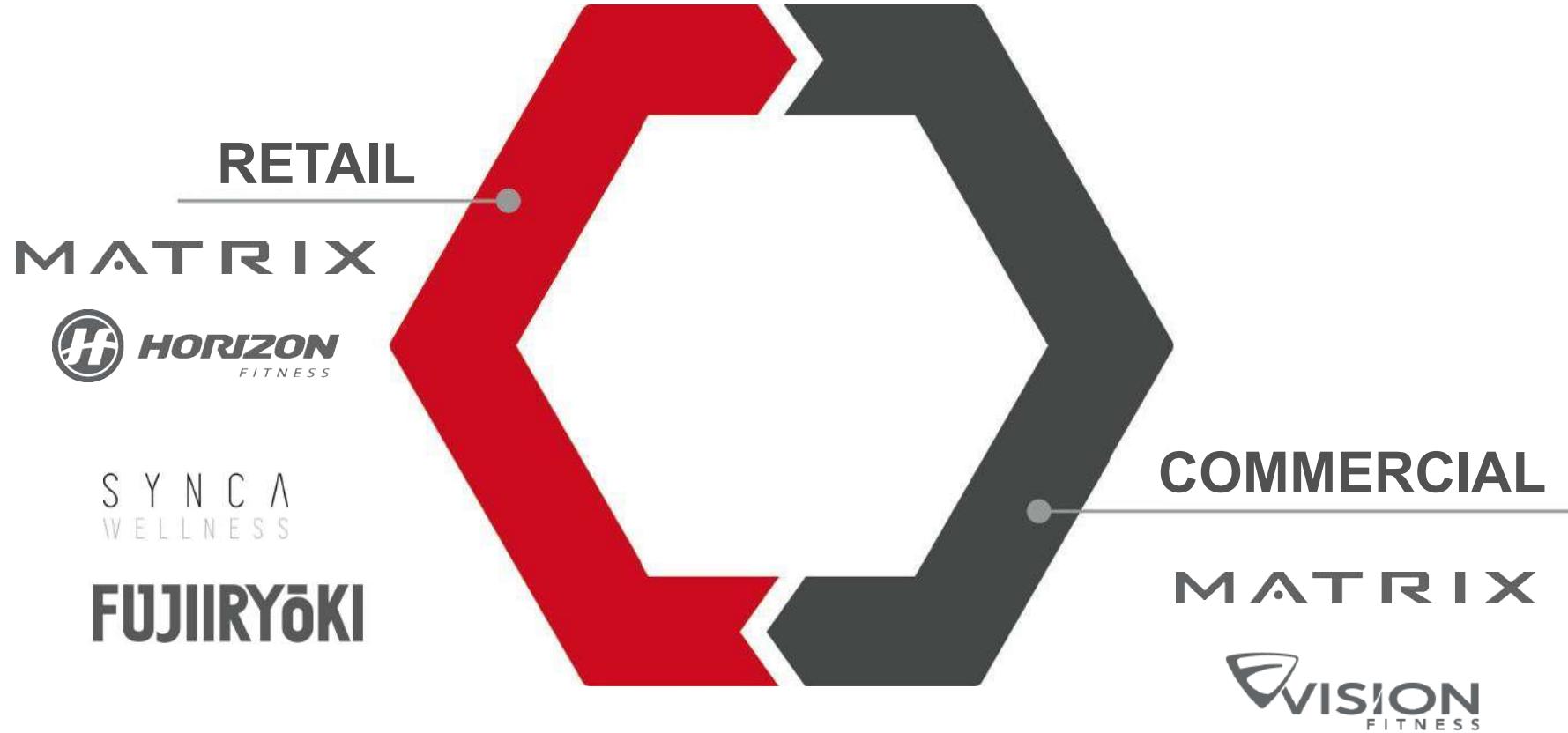
HORIZON
FITNESS

SYNCA

FUJIIRYŌKI

JOHNSON®

BRANDS & CHANNELS



BRAND & CHANNEL STRATEGY



MATRIX



EVISION
FITNESS

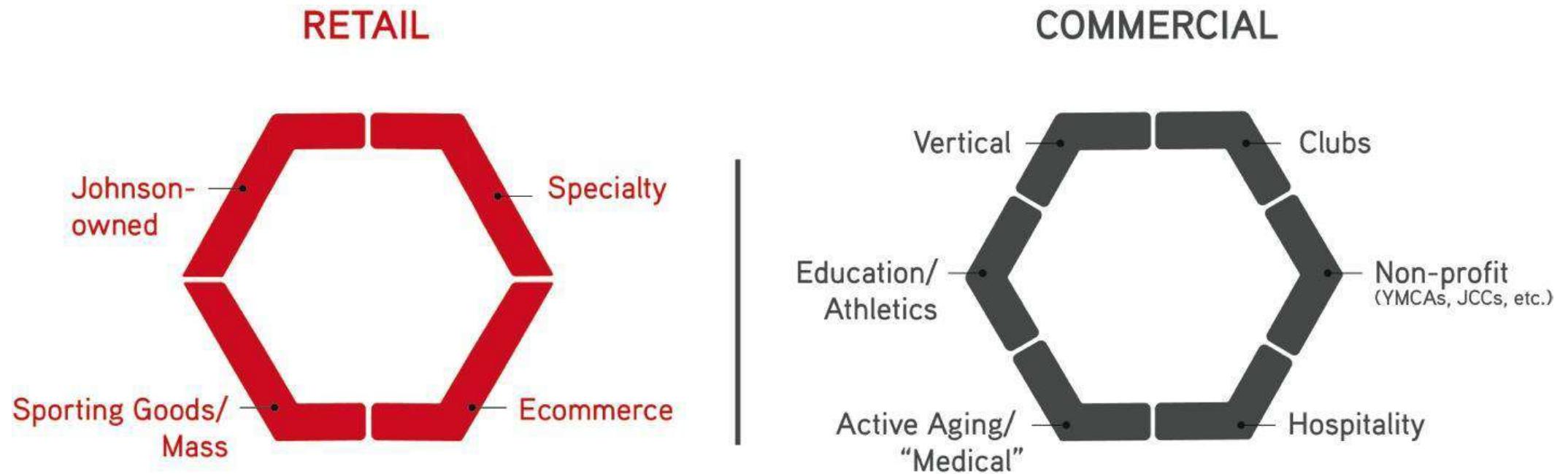


HF HORIZON
FITNESS



JOHNSON

FITNESS BRANDS AND CHANNELS





Design For Life

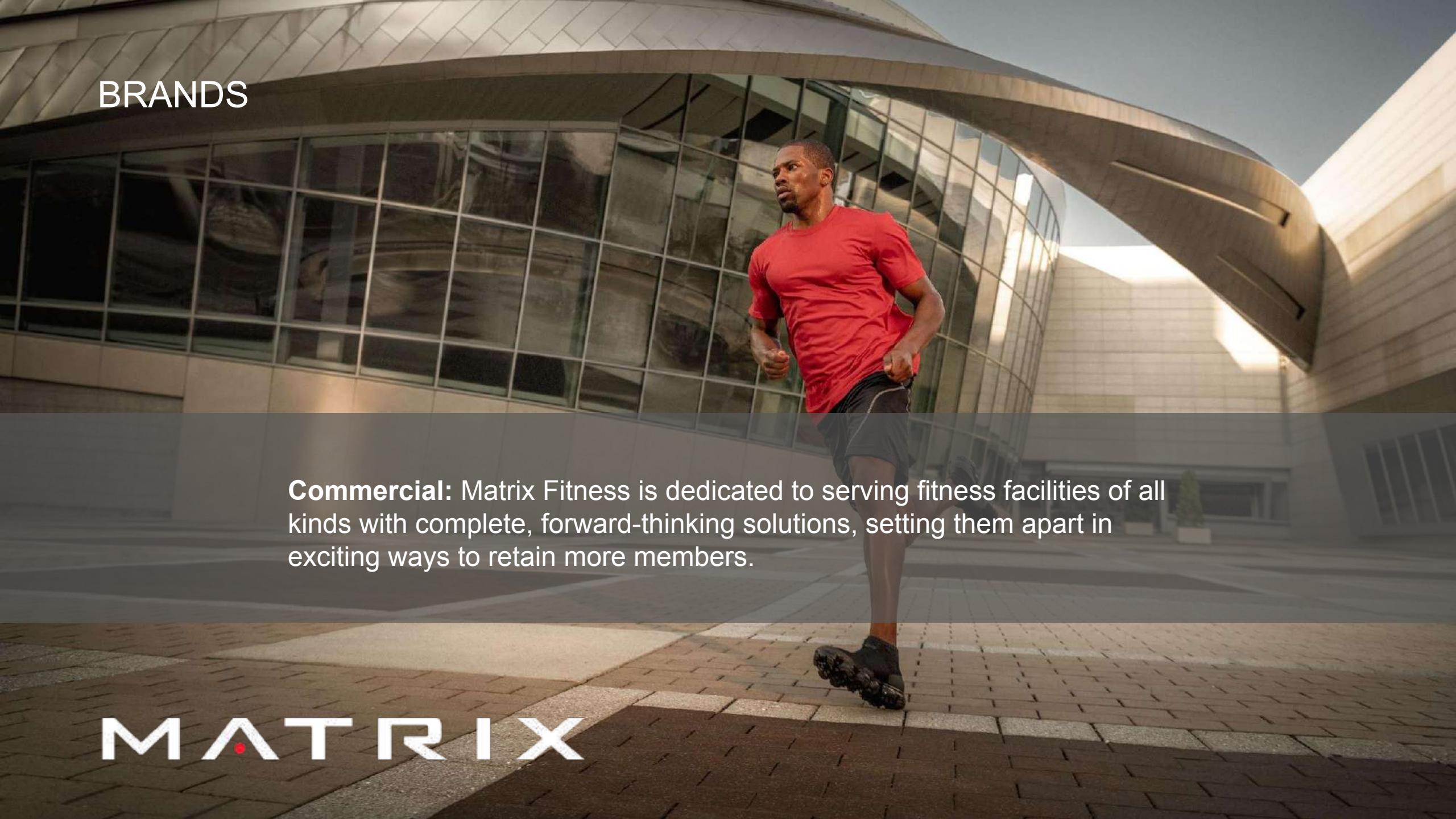


Move With Confidence



Strong Smart Beautiful

BRANDS

A man in a red shirt and black shorts jogging on a brick sidewalk in front of a modern building with large glass windows.

Commercial: Matrix Fitness is dedicated to serving fitness facilities of all kinds with complete, forward-thinking solutions, setting them apart in exciting ways to retain more members.

MATRIX



Matrix Commercial

As the **world's premier commercial fitness brand**, Matrix is dedicated to serving fitness facilities of all kinds with **complete, forward-thinking solutions**, setting them apart in exciting ways that attract and retain more members.

Matrix Retail

Only Matrix provides a true **club-quality exercise experience** for fitness enthusiasts in the **comfort and convenience of their own home**.

MATRIX

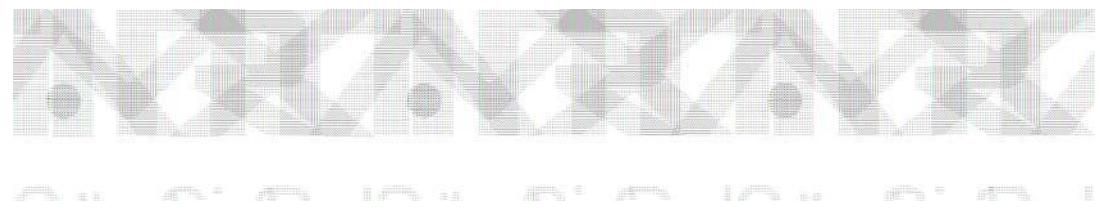
Our Brand Position

Matrix is more than fitness equipment, we are elevating experiences with complete solutions and committed partnerships. ***We are a trusted advisor, a Total Solutions Partner.***

Tagline

Our tagline represents our brand pillars. It highlights our commitment to quality, innovation and solutions; it sets the guiding principles for our brand; and it should shine through in everything we do. It is our brand DNA.

MATRIX



The word “matrix” suggests a multi-dimensional structure that marries well with the multi-dimensional experience we deliver as a Total Solution Partner.

[Brand Guideline](#)

MATRIX

Our Promise to Our Customers:

Strong

- Create quality and durable components that contribute to the long life of our products
- Strong partnerships can help our customers grow their business



Smart

- Design intuitive product features and offer technology that provides ROI
- Present forward-thinking options for owners, trainers, members and technicians

Beautiful

- Set new industry standards through award-winning aesthetic distinction
- Establish lasting relationships with our customers and provide impeccable service



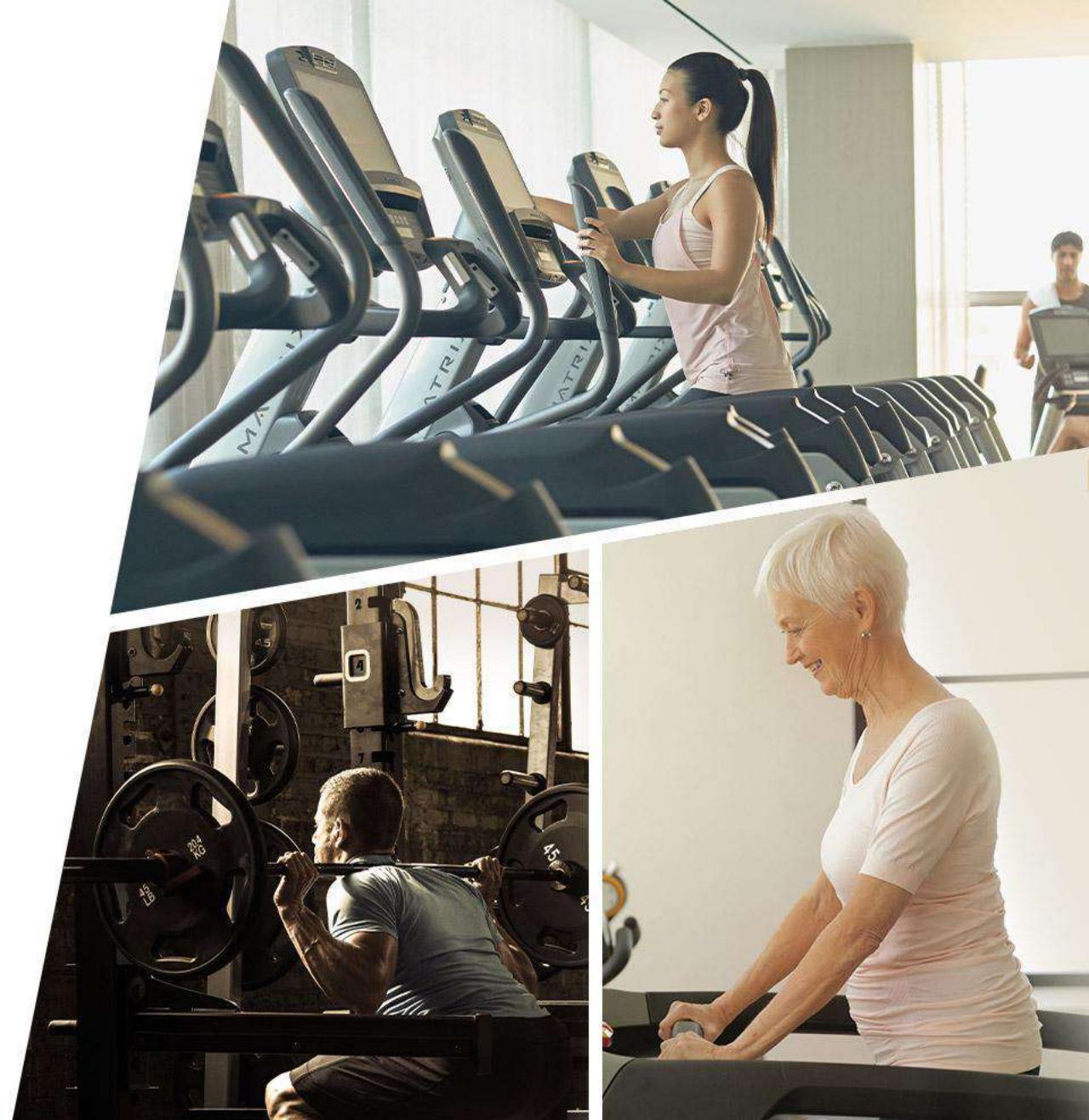
MATRIX

Our Channels

The following unique audiences, while all are Matrix, have specific communication objectives, messaging themes, key messages, color palettes and photography that help us achieve our objectives with each group:

- **Hospitality**
- **Athletic Performance**
- **Rehab / Active Aging**

Hospitality and Active Aging, for example take a softer approach, while Athletic Performance is depicted in slightly darker tones.



MATRIX

Best Partner of World Top Brands



MATRIX



Matrix Resources

Brand Website

<https://matrixfitness.com/eng>

Matrix Learning Center

One-stop education resource for **everything** Matrix.
Keep clicking to learn more about this website.
<https://matrixlearningcenter.com/tw/>

Matrix Experience APP

For sales only, it need to apply the account from
Global Marketing.
www.matrixexperienceapp.com

Micro Website – Sprint 8

<https://sprint8.com/>



2D icovia / 3D EC Design

Online

The Matrix Design Studio provides access to a variety of product icons and other design resources that you can use at any stage of planning.

<https://www.matrixfitness.com/en/total-solutions-partners/facility-planning/>

EC Design Account

The Global Marketing will help SBU & ID to apply the EC Design Account for special price, please contact Global Marketing for more details.

Matrix Materials

BOX

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<https://johnsonfit.box.com/s/bw1idmfl45n32io2vgsxsnw7em47obqi>

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Sell sheet



Poster



Brochure – Category



Brochure – Channel



Brand Videos



Product Videos

MATRIX

Matrix Training

JHT EDUCATION PLATFORM

The JHT EDU account is handle by Global Marketing Team. Only marketing & sales team, SBU & distributors sales has permission to log in.

<https://jhteducation.myabsorb.com/#/login>

The screenshot shows the homepage of the JHT Education Platform. At the top, there is a navigation bar with the Johnson logo, a search icon, a mail icon, a user icon, and a menu icon. Below the header, there is a banner featuring three flags: one with the Johnson logo, one with the Matrix logo, and one with the WIS logo. The banner includes a welcome message: "Welcome to JHT Education! Look around to see what resources are available. We're adding new content all the time!" On the right side of the banner, there is a contact card for Vicky Hsiang with the email address vickyhsiang@johnsonfitness.com. The main content area has two large cards: "Brand & Product Courses" (with a woman on an elliptical) and "Learning Library" (with a man running). Below these are four smaller cards: "Matrix Connected Solutions..." (with a resume icon), "Resources" (with a folder icon), "Calendar" (with a calendar icon), and "FAQs" (with a question mark icon). At the bottom, there is a "Catalog" section with five icons representing different course categories. The footer features the Matrix logo.

Premiums & Materials Order

Request by Order Form, including printing marketing materials.

2023 Matrix Promotion Materials Order Form							
Company:							
Ordered By:							
P/O Date:							
P.O #:							
Ship By:		(MM) /	(DD) /	(YYYY) /			
Air Freight		Sea Freight w/ container					
Item	Description	JHT No.	FOB \$ (USD)	Ship From	LEAD TIME	QTY	Sub Total
Brochure & Poster							
01	 Matrix Strength Brochure-2022	YMXCA0053	US\$9.50	Taiwan	25		
02	 Matrix Group Training Brochure-2022	YMXCA0054	US\$5.50	Taiwan	25		
03	 NEW Matrix cardio Poster-2023	YMXCVSP24	US\$1.39	Taiwan	25		



MATRIX

BRANDS

A woman with blonde hair tied back is running on a grey Matrix treadmill. She is wearing a black tank top and grey leggings. The Matrix logo is visible on the side of the treadmill. The background is blurred, suggesting motion.

Retail: Only Matrix provides a true club-quality exercise experience for fitness enthusiasts in the comfort and convenience of their own home. Consumers who choose premium home fitness equipment from Matrix can expect dynamic performance that helps them get the most out of every moment of their workout.

MATRIX
FITNESS

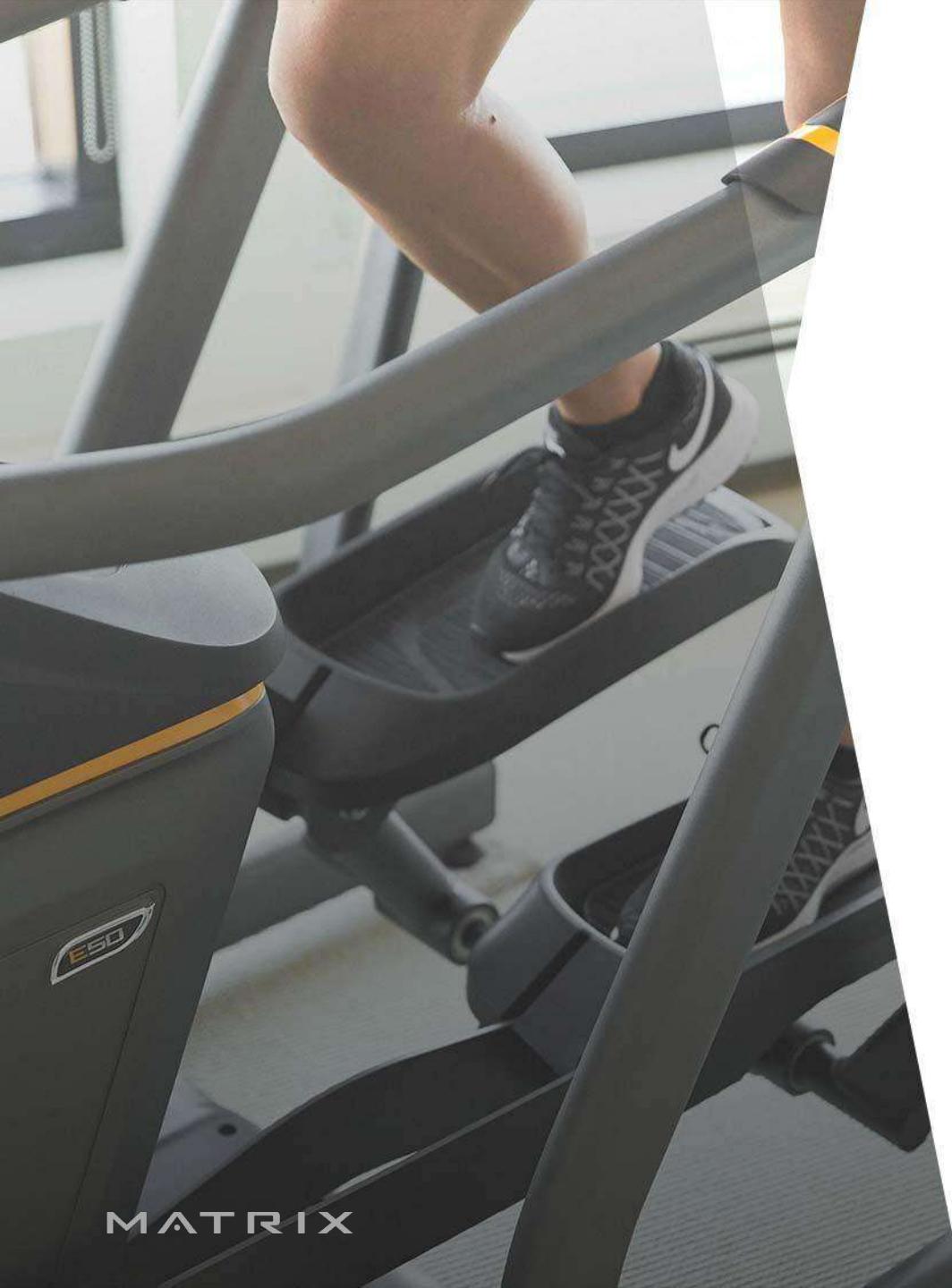
MATRIX

MATRIX AT HOME

Matrix is:

- Club-quality fitness equipment optimized for the home
- Created by the world's fastest-growing manufacturer of fitness equipment





Matrix Retail Brand Story:

We believe that fitness enthusiasts shouldn't have to sacrifice the things they love about the **health club** to work out in the comfort and convenience of their **own home**. Only Matrix products for the home offer:

- **Durability** that stands up to rigorous use by **multiple users**
- **Dynamic performance** that helps users get the most out of every workout
- All of the **functionality** they would find at the health club
- Designs created from the ground up to **fit the home** physically and **enhance** the home aesthetically

Matrix Retail Materials

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<https://johnsonfit.box.com/s/bw1idmfl45n32io2vgsxsnw7em47obqi>



Matrix Retail Materials

MATRIX for Home Blog

<https://www.matrixfitness.com/eng/home/blog>

<https://johnsonfit.box.com/s/13gc7sar69lk2m7annhi5h6e8isg4n32>



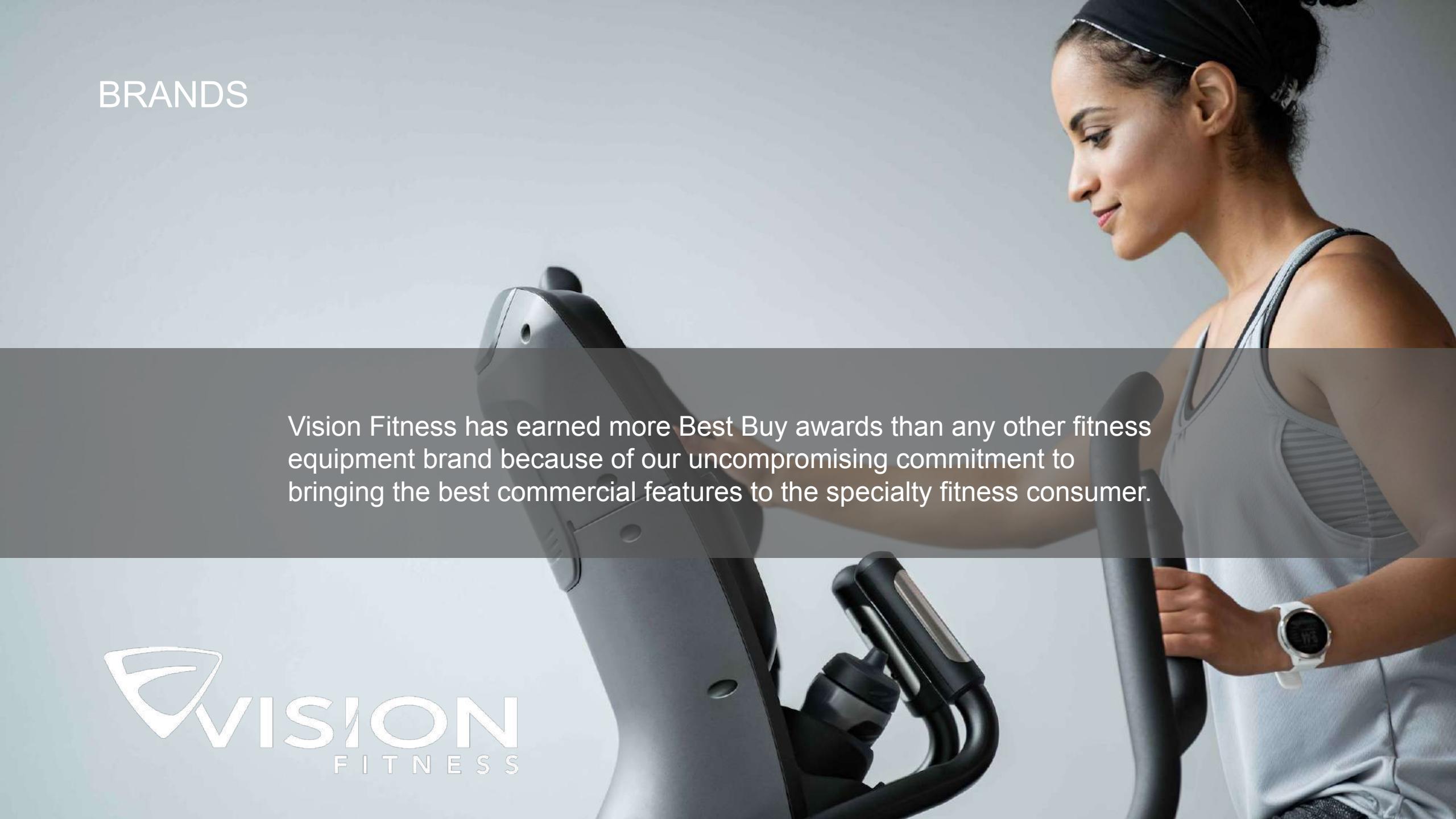
* 2023

Filter by Year
2023
2022

5 ADVANTAGES OF LOW INTENSITY WORKOUTS



BRANDS

A woman with dark hair tied back in a bun, wearing a black headband and a light grey tank top, is exercising on a black stationary bike. She is looking down at the bike's handlebars. The background is a plain, light grey.

Vision Fitness has earned more Best Buy awards than any other fitness equipment brand because of our uncompromising commitment to bringing the best commercial features to the specialty fitness consumer.





Our Brand Position

“MOVE WITH CONFIDENCE”

Managers of multi-family housing, hotels, corporate wellness programs and municipal facilities can be confident Vision has the knowledge and experience to deliver equipment that fits their space, budget and the people they serve.

All our fitness products are modern, uncomplicated and reliably durable. Each is built with the superior value and quality that comes with being part of a vertically integrated manufacturing powerhouse. And everything Vision makes is as long-running as our history of excellence.

[Brand Guideline](#)



Our Brand Name & Pillars



1-color logo



1-color logo (30%gray)

"Vision" is an ideal name for an aspirational brand in the fitness market. Everyone who exercises has a vision of how they want to look, live or feel, and every commercial buyer has a Vision for their fitness facility. It is this vision that keeps them motivated to ultimately reach their goals.

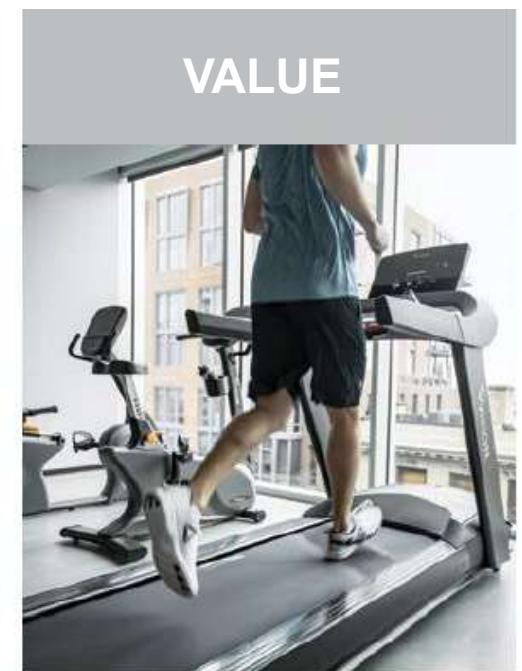
RELIABILITY



INNOVATION



VALUE





Our Channel

Our target audience for Vision Fitness light commercial communications includes four primary vertical markets. Keep in mind that most of our communications are of the business-to-business variety and speak to owners, operators, facilities managers and real estate developers, as they are the ultimate decision-makers.

Primary Light-commercial Markets

- Hotels
- Multi-family housing
- Corporate wellness
- Municipal services





Vision Materials



Website

<https://www.visionfitness.com/eng>

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<https://johnsonfit.box.com/s/vvmut1vx8rgrh6saea1d>



2D icovia / 3D EC Design

Online

The Vision dio provides access to a variety of product icons and other design resources that you can use at any stage of planning.

<https://www.visionfitness.com/eng/support/room-planner>

EC Design Account

The Global Marketing will help SBU & ID to apply the EC Design Account for special price, please contact Global Marketing for more details.

BRANDS



Horizon Fitness makes individual goals attainable by marrying value with quality, prioritizing comfort and ease, and incorporating only those features that make workouts more effective or enjoyable.





Our Brand Position

A BETTER EXPERIENCE

Horizon Fitness delivers high-performance, durable exercise equipment that works with anything you bring to your workout. From your phone or tablet, to streaming fitness classes and apps, we make it easy to connect to the greatest variety of workout options available anywhere. No matter where you start your fitness journey or where you want to go in the future, Horizon Fitness equipment is always ready to go with you.

AWARD-WINNING DESIGN

Our products have been recognized by leading consumer publications for their unique combination of affordability, advanced technology and quality construction. But even more meaningful than award badges is the feedback we receive from customers, who put in the miles and sweat on our machines. We know we're on the right path when industry experts and our customers agree that Horizon delivers the most value you'll find in home exercise equipment.



MEN'S JOURNAL

"Gym-ready treadmills, with all the latest high-tech features, powerful motors, and rugged frames."



"Best deal for health and fitness nuts."



"One of our favorite home treadmill brands."

SHAPE

"Horizon Fitness is praised by customers for its easy assembly and quiet motor."

DAILY BEAST

"Horizon has always been known for creating built-to-last equipment at can't-say-no prices."

"...the perfect platform for you to bring your app-based training indoors." – **Forbes**, 7.0AT

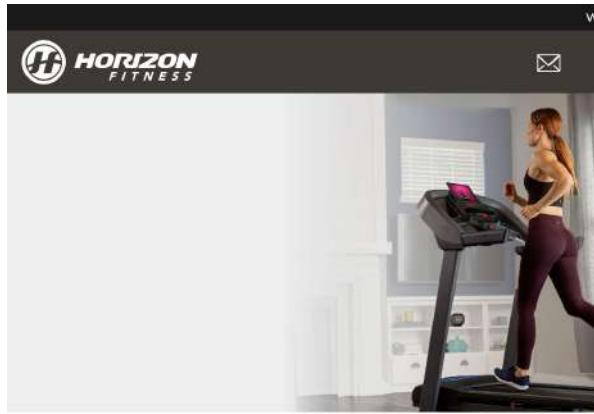


Our Logo & Tagline



HORIZON FITNESS KEEPS YOU MOVING

We believe fitness should be accessible, effective and exciting. That's why we offer you the best, smartest exercise equipment possible. Whether your goal is to get stronger, live better or lose weight, you can get there with Horizon.

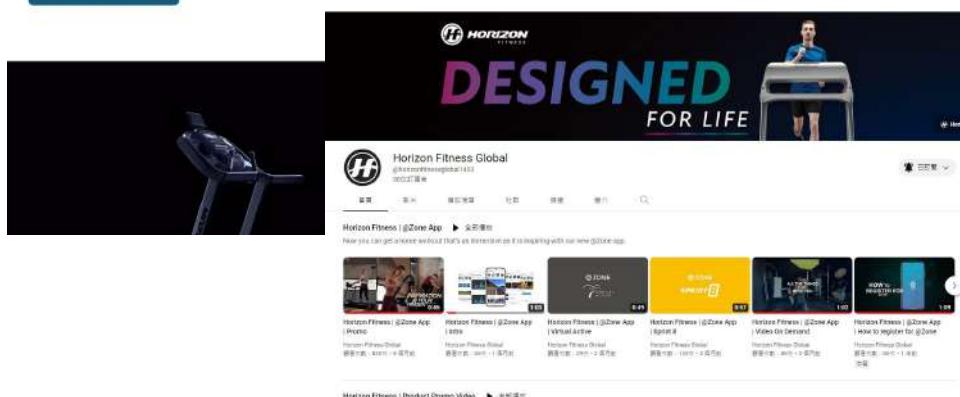
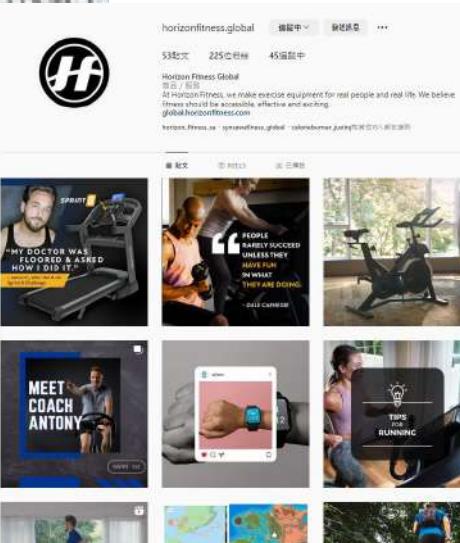


Horizon Fitness Keeps You Moving

At Horizon Fitness, we make exercise equipment for real people and real life.

We believe fitness should be accessible, effective and exciting. That's why we offer you smart, straightforward cardio equipment designed to fit your life. Whether your goal is to get stronger, live better or lose weight, you can get there with Horizon.

[Find a Dealer](#)



Horizon Materials

Website

<https://world.horizonfitness.com/en/>

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<https://johnsonfit.box.com/s/d72e4dfb4c0b92ac8ddf>

IG

<https://www.instagram.com/horizonfitness.global/>

Youtube

<https://www.youtube.com/@horizonfitnessglobal>



Component Brand





Component branding, also known as ingredient branding, is the creation of a brand for an ingredient or component of a product, to project the high quality or performance of the ingredient.

WHAT ARE JOHNSON EXCLUSIVE TECHNOLOGIES?

- Key technologies that offer a meaningful benefit for our customers
- Differentiated from the competition
- Often used to call attention to quality or performance advantages you can't easily see or feel
- Exclusive to Johnson flagship brands – you won't find them anywhere else



SIX STAR
FRAME



INFINITYBELT

©ZONE



FEATHERLIGHT
FOLDING



INFINITYDECK
SYSTEM



JOHNSONDRIVE
SYSTEM



VARIABLE RESPONSE
CUSHIONING



What is Component Brand?



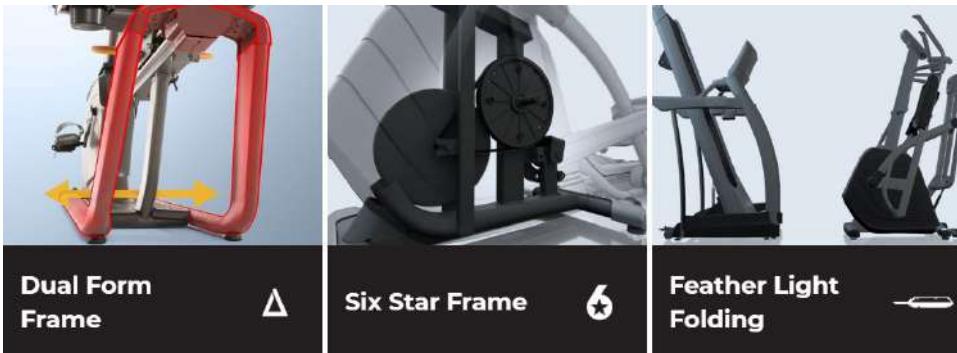
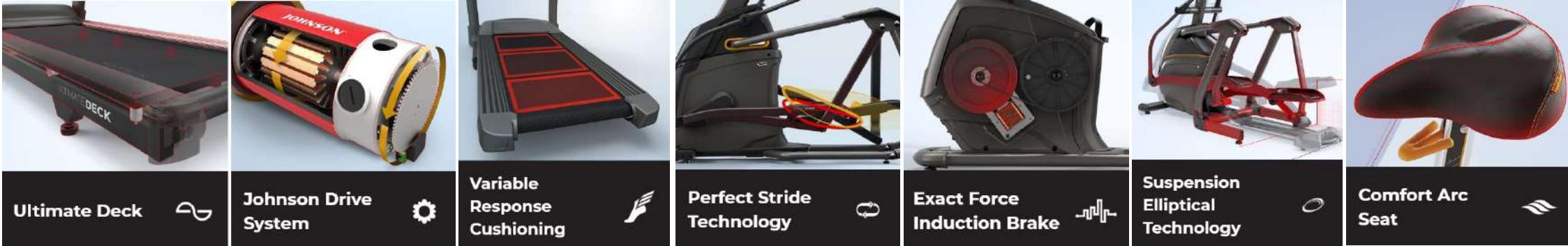
JOHNSON EXCLUSIVE TECHNOLOGIES (JETS)

At Johnson Health Tech, we invest in technologies that offer meaningful advantages for our customers and differentiate our exercise equipment from the rest of the market. These innovative component brands make it easier to use, maintain and own our products. Plus, they are exclusive to our equipment, so you won't find them anywhere else.



Component Brand -14

Exclusive technologies



Advanced Programs

SPRINT 8

VIRTUAL
ACTIVE

AIRTRAIN
TECHNOLOGY

ZONE



Materials

JOHNSON EXCLUSIVE TECHNOLOGIES

JOHNSON

At Johnson Health Tech, we invest in technologies that offer meaningful advantages for our customers and differentiate our exercise equipment from the rest of the market. These innovative component brands make it easier to use, maintain and own our products. Plus, they are exclusive to our equipment, so you won't find them anywhere else.

SPRINT 3  The scientifically-adjusted high-intensity interval training program burns fat and builds muscle in short workouts that anyone can fit into their schedule. AVAILABLE ON: MATRIX, VISION	VIRTUAL ACTIVE  Experience inspiring interactive workouts all over the globe with high-definition, cinematic footage synced to the speed of your workout with Virtual Active. AVAILABLE ON: MATRIX, VISION
FEATHERLIGHT  Get the sturdiness of a traditional treadmill or elliptical and the benefits of a folding machine with the added benefit of hydraulic folding, which facilitates easy storage between workouts. AVAILABLE ON: HORIZON	EXACT FORCE  Exact Force Induction Brake offers a instant, smooth, precise resistance changes at the push of a button, and with no moving parts. It's quicker and more durable as well. AVAILABLE ON: MATRIX, HORIZON
AIR TRAIN  Our exclusive design features an air cushion system beneath the deck that automatically adjusts to changes in speed and incline based on 10 real trail running conditions. AVAILABLE ON: HORIZON	SIX STAR  Gelkey design details work in concert to create the most natural and comfortable elliptical ride. From the handles to the pedals, everything is right where it should be. AVAILABLE ON: MATRIX, HORIZON
JOHNSON DRIVE  The Johnson Drive System helps you stay in perfect rhythm with a quiet, durable, responsive continuous drive system that recalibrates with each footfall. AVAILABLE ON: MATRIX, HORIZON	SUSPENDED ELLIPTICAL  Compared to traditional ellipticals, our wheels and struts-free design reduces noise and friction for longer lasting quality while providing a smooth, consistent feel through the ellipse. AVAILABLE ON: MATRIX, HORIZON
ULTIMATE DECK  Our exclusive Ultimate Deck System includes a heavy-duty frame, extra-thick deck and industrial-grade cushions for miles of ultimate performance. AVAILABLE ON: MATRIX	PERFECT STRIDE  PerfectStride combines an ideal stride motion and ergonomically correct foot positioning with a variable stride length for a wide range of motion, allowing you to move in any direction to target the muscles you want to work most. AVAILABLE ON: MATRIX, VISION
VARIABLE RESPONSE  Just like a running shoe, a treadmill with our unique three-layer cushioning system gives you the ideal amount of flex and support in all phases of your stride. AVAILABLE ON: HORIZON	COMFORT ARC  Our Comfort Arc Seat is ergonomically molded to provide unmatched comfort, support and balance during workouts. AVAILABLE ON: MATRIX
DUAL FORM  Our Dual Form Frame significantly improves the look of our single-post designs and offers a low profile height for easy access. AVAILABLE ON: MATRIX	

MATRIX VISION HORIZON

Website

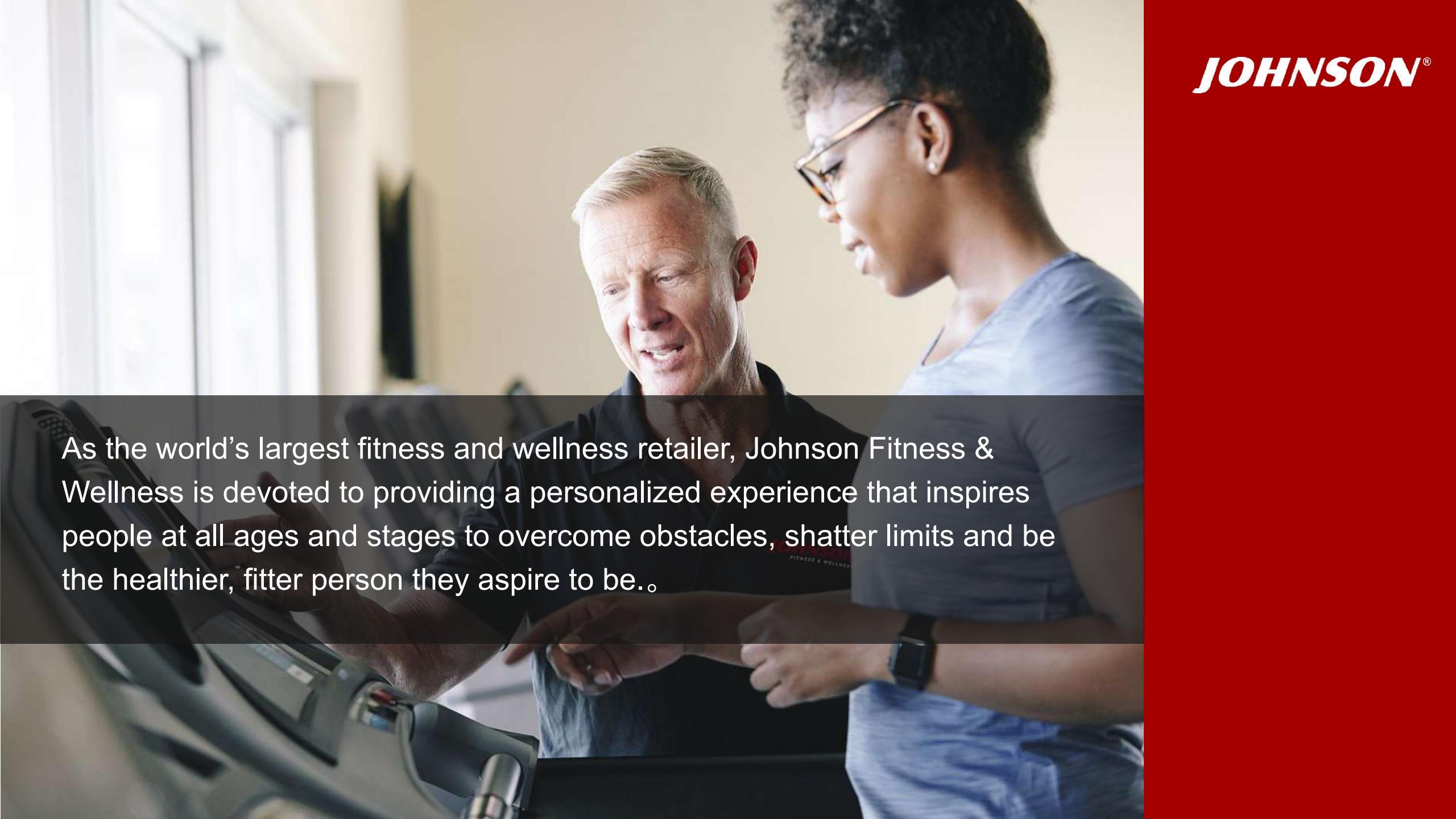
<https://www.johnsonhealthtech.com/eng/global-by-design/exclusive-technologies>

BOX

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<https://johnsonfit.box.com/s/774g3ur8i882g939cypm>

JOHNSON®

A photograph showing a middle-aged man with grey hair and a young woman with dark curly hair and glasses working out on a piece of exercise equipment. The man is wearing a black polo shirt and the woman is wearing a blue t-shirt. They are both looking down at the machine. A dark overlay with white text is positioned in the lower-left portion of the image.

As the world's largest fitness and wellness retailer, Johnson Fitness & Wellness is devoted to providing a personalized experience that inspires people at all ages and stages to overcome obstacles, shatter limits and be the healthier, fitter person they aspire to be..

JOHNSON



The Johnson retail brand is one of our most valuable business assets. It not only sets us apart from all our competitors but also plays an important role when applied consistently and optimally across all retail touchpoints, helping build a top of mind awareness in our industry. Our customers are able to correlate all our products and retail experiences we deliver directly to our brand. This has long been a struggle for Johnson in the retail context as we continue to expand by merging and acquiring new channels.



// 450 Stores



Updated: 2024/04



Brazil



Taiwan



USA



Italy



Thank You

Global Marketing - Vicky