

A photograph of a fitness class in progress. In the foreground, a woman with blonde hair, wearing a grey tank top and a white wristband, is seen from the back, holding a green resistance band with both hands raised above her head. In the background, other participants are visible, some also using resistance bands, in a dimly lit room with large windows or screens in the background.

The Health, Fitness And Wellness Network In Asia-Pacific.

***2019 – 2021
Development Plan***

www.thefitsummit.com

OUR COMPANY



FIT Summit is a b2b events company, based in Singapore.

We undertake three key activities:



HOST A SERIES OF EVENTS

- CEO-Level Summits & Exhibitions
- Award Dinners
- Networking Receptions



ACT AS INDUSTRY AMBASSADORS & CONNECTORS

- Supporting Sponsor Marketing Activities
- Promoting New Industry Developments
- Connecting Partners & Prospects



PRODUCE & DISTRIBUTE EXCLUSIVE CONTENT

- Business Leader Interviews
- Market Insights
- Industry Surveys

We generate revenue through three channels:



Event sponsorship and exhibition sales




Event ticket sales



Online advertising



OUR VISION, OUR GOALS



FIT Summit is the business-to-business network Asia-Pacific's health, fitness and wellness industry.

We connect brand owners and managers to technology, equipment providers, insurers, investors and corporate wellness, to discuss market trends, industry challenges and new business opportunities.

MISSION STATEMENT

"To be the leading network for connecting and engaging the health, fitness and wellness community to new business, investment and technology."

Goals:

- ✓ To be recognised as one of the world's leading health, fitness and wellness communities
- ✓ To assist governments ministries and agencies promote new health, fitness and wellness initiatives
- ✓ To defragment our industry and be a catalyst for collaboration, knowledge sharing and growth
- ✓ To partner companies to ensure their employees are benefiting from new breakthroughs in health, fitness and wellness
- ✓ To facilitate new investment into our industry
- ✓ To promote Asia as a global centre of excellence for health, fitness and wellness.
- ✓ To help industry deliver new innovative services, solutions and products into the marketplace

OUR VALUES

VALUES

We pride ourselves on four key values



COMMUNITY

We are committed to nurturing, connecting and engaging a network of business leaders and entrepreneurs to passionately work towards a common purpose – working together, inclusively, to make people's lives positively better.



INTEGRITY

Our personal conduct, business relationships, transactions and practices, will meet the highest standards of ethical behavior and sound corporate governance. We will never jeopardize the trust placed in us, nor the integrity of the industry we proudly represent.



GROWTH

To focus consistently on facilitating personal development and business development. Giving executives the ability to better grow their companies and our industry. We champion innovation and progress to ensure our industry unlocks its full potential.



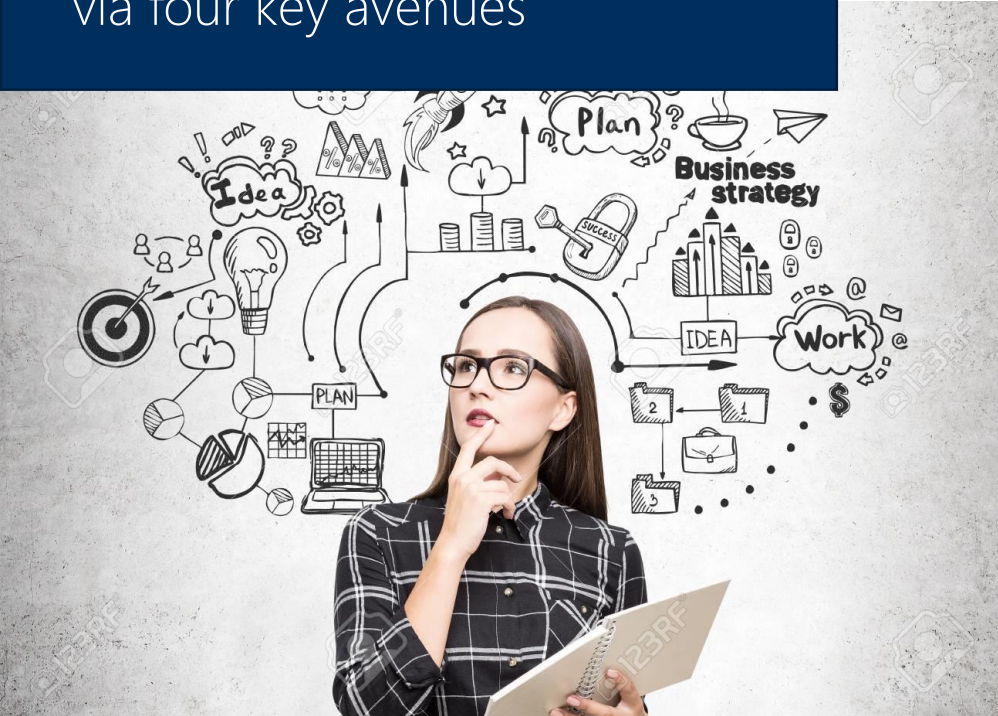
KNOWLEDGE

Continuous sharing of knowledge, promoting the awareness, education and understanding of, new trends, concepts, thinking, practices and technologies, each of which impact the future of health, fitness and wellness.

OUR GROWTH STRATEGY

GROWTH STRATEGY

We will grow our business via four key avenues



NEW MARKETS

We will build out our presence with events in Bangkok, Shanghai, Jakarta, Manila and in time the Middle East, to grow our global community.



PARTNERSHIPS

We will develop new partnerships with large international companies, government ministries and industry authorities ensuring transformational growth in size, reputation and influence.



EXHIBITION

We will scale up our exhibitions in Singapore and Hong Kong to transition into a 'confex' business model. We will unlock significant growth potential by growing our flagship events, not launching new events.



DIGITAL CONTENT

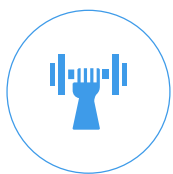
We will create new digital content – more frequent interviews, reports, analysis and market insights – to solidify our position as an important industry influencer and contributor.

WHY PARTNER FIT SUMMIT

**Companies partner us
for three key reasons:**

- 1 Thought Leadership
- 2 Business Development
- 3 Connectivity

They benefit from:



Unparalleled
networking with
health, wellness
and fitness
business leaders



Enhancing their
market visibility,
profile,
connectivity and
reputation



Accessing new
clients, strategic
partners and
investors



Meeting a
universe of
suppliers and
solutions
providers



Insights into
emerging market
trends, concepts
and technologies



Knowledge
sharing and
expert advice on
how to grow their
company/brand



Inspiration from
successful
entrepreneurs,
boutique brands
and start-ups



Learning new
marketing, sales
and business
development
strategies



A world leading
platform to share
their thought
leadership with
their peers &
prospects

OUR NETWORK REACH



Our database contains
6000
executives globally.

In addition to marketing to our database we also leverage the following channels for industry connectivity and distribution of content:



LinkedIn



Instagram



Various Media Partnerships

We Divide Our Community Into Three Key Elements



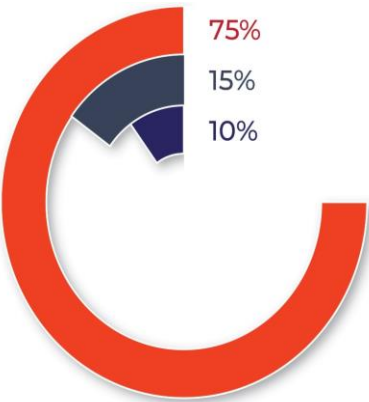
Health, Fitness & Wellness Brands



Corporate Wellness & Insurance



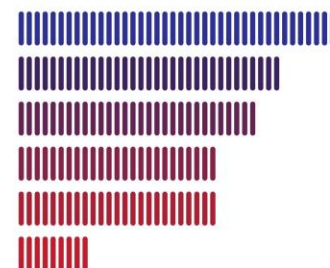
Investors



OUR NETWORK

- BRANDS: 75%**
Founder, CEO, COO, CFO, VP, Managing Director, General Manager, Director, Regional Head
- CORPORATE WELLNESS & INSURANCE: 15%**
VP/Director/Head of HR, Benefits, Health, Wellness, Engagement
- INVESTORS: 10%**
CIO, Managing Director, Portfolio Manager, Fund Manager, Investment Manager

- **39%** - Gyms, Health Clubs & Clinics
- **16%** - Corporate Health & Wellness
- **12%** - Technology (Apps, Software, Wearables)
- **11%** - Equipment, Apparel & Accessories
- **10%** - Investment Firms
- **4%** - Government, Industry Authorities & Regulators
- **3%** - Nutrition, Supplements and Health Products
- **3%** - Fitness, Wellness & Sports Events
- **2%** - Consultants/Advisors



- 25% - CEO/COO/CFO/Founder
- 20% - EVP/SVP/VP
- 18% - Managing Director, GM
- 17% - Director
- 17% - Senior Managers
- 3% - Influencers



- 45% - South East Asia
- 24% - North Asia
- 10% - South Asia
- 9% - Australia & NZ
- 5% - North America
- 5% - Middle East
- 3% - Europe

INDUSTRY PARTNERS

Our industry sponsors, committee members and speakers represent the most influential brands, market makers, innovators and investors in Asia-Pacific



GOVERNMENT, NONPROFIT & ASSOCIATION PARTNERS



We work with a wide of industry associations, nonprofits, government ministries and agencies to promote new investment in health, fitness and wellness.



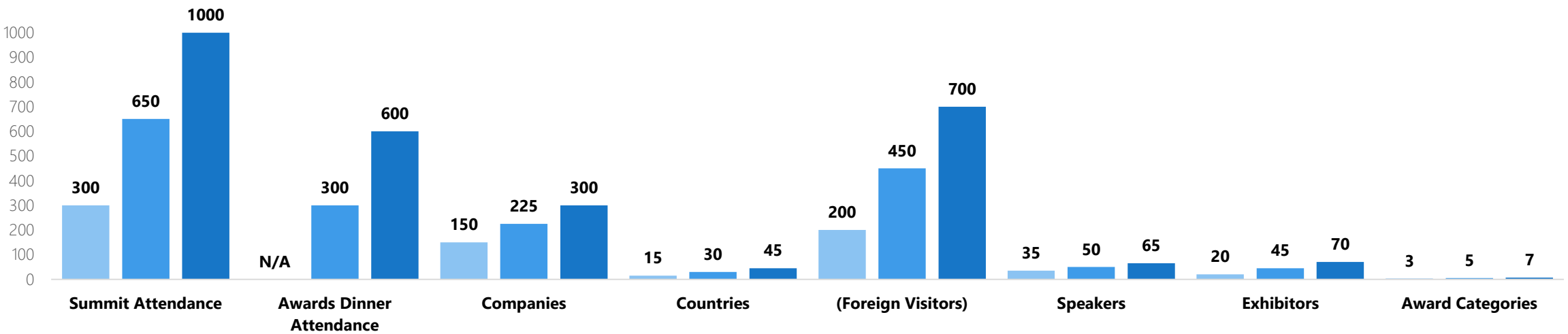
As part of our 2019-2021 Development Plan we will pursue future partnerships with:



DEVELOPMENT PLAN 2019-2021 = SINGAPORE



World Health, Fitness & Wellness Summit & Awards (Singapore)



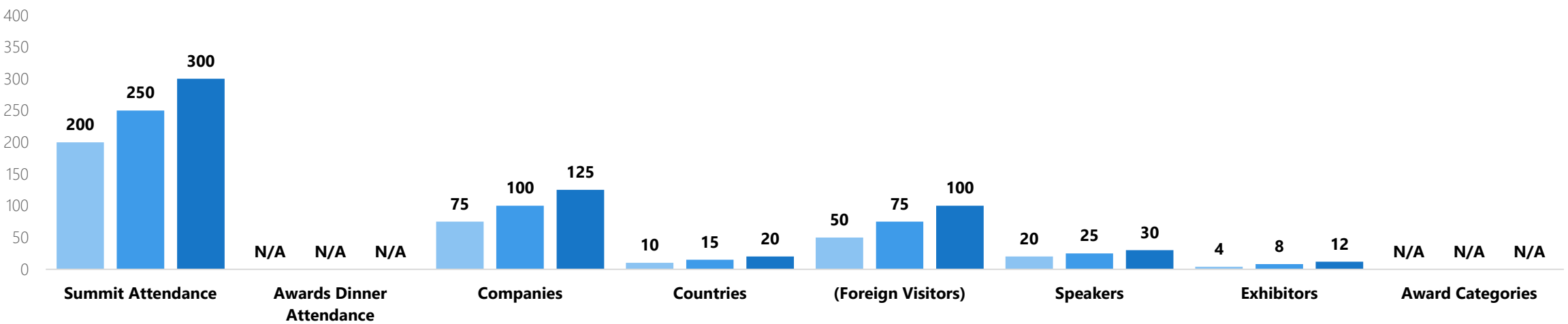
(Numbers)	2019	2020	2021
Summit Attendance	300	650	1000
Awards Dinner Attendance	N/A	300	600
Companies	150	225	300
Countries	15	30	45
(Foreign Visitors)	200	450	700
Speakers	35	50	65
Exhibitors	20	45	70
Award Categories	3	5	7
Format	1 Day Plenary Conference. Awards Reception. Exhibition.	1.5 Day Plenary Conference. Workshops. Awards Dinner. Exhibition	2 Day Plenary Conference. Streams. Workshops. Awards Dinner. Exhibition.



DEVELOPMENT PLAN 2019-2021 = HONG KONG



Asia Health, Fitness & Wellness Summit (Hong Kong)

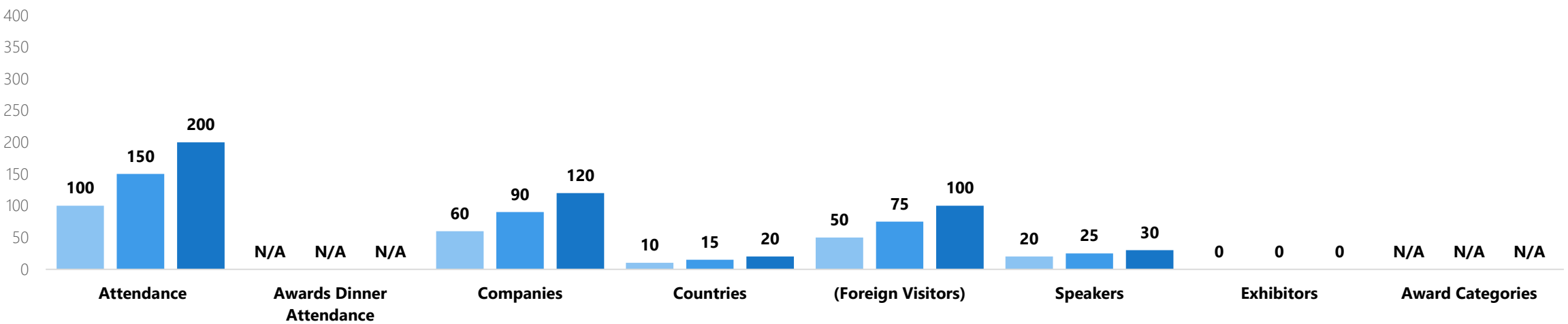


(Numbers)	2019	2020	2021
Summit Attendance	200	250	300
Awards Dinner Attendance	N/A	N/A	N/A
Companies	75	100	125
Countries	10	15	20
(Foreign Visitors)	50	75	100
Speakers	20	25	30
Exhibitors	4	8	12
Award Categories	N/A	N/A	N/A
Format	1 Day Plenary Conference. Reception. Exhibition	1 Day Plenary Conference. Workshops. Reception. Exhibition	1 Day Plenary Conference. Streams. Reception. Exhibition



DEVELOPMENT PLAN 2019-2021 = INDONESIA (BALI)

Fitness & Wellness Retreat (Indonesia/Bali)



(Numbers)	2019	2020	2021
Attendance	100	150	200
Awards Dinner Attendance	N/A	N/A	N/A
Companies	60	90	120
Countries	10	15	20
(Foreign Visitors)	50	75	100
Speakers	20	25	30
Exhibitors	N/A	N/A	N/A
Award Categories	N/A	N/A	N/A

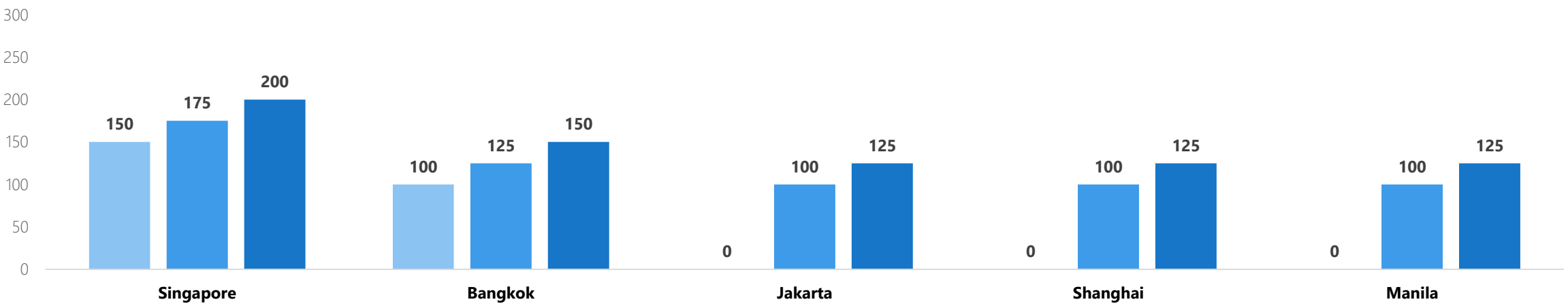
2 Day Conference (Morning Conference + Workshops + Fitness Classes + Wellness Sessions)

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DEVELOPMENT PLAN 2019-2021 = NETWORKING RECEPTIONS

Standalone Evening Networking Receptions (Across Asia)



(Numbers)	2019	2020	2021
Singapore	150	175	200
Bangkok	100	125	150
Jakarta	N/A	100	125
Shanghai	N/A	100	125
Manila	N/A	100	125

DEVELOPMENT PLAN 2019-2021 = OTHER OPPORTUNITIES

New Summits



Middle East Summit 2020 (Abu Dhabi or Dubai)

Managed Events



Third Party Provider of Event Management/Operations

Digital Content



Creation and monetisation of an annual market report

Webinars



Delivery of web based education/business seminars



CONTACT US

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