

h.i.
healthness international

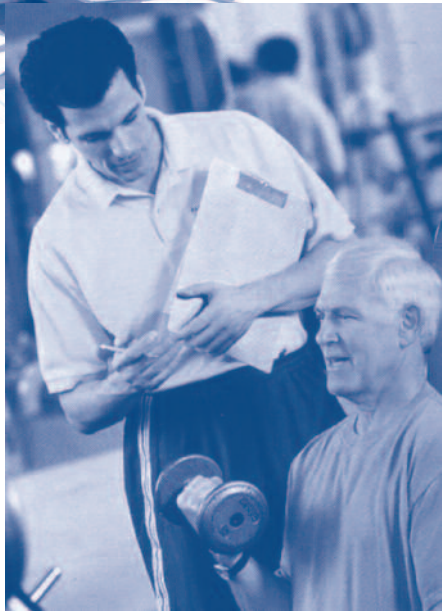
Consulting and Education
aimed to increase profit of
Fitness and Health Projects

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Mission

To assist companies in "corporate Fitness projects" and to help Fitness /SPA Centers to increase profit and customer satisfaction

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h.i. staff

**An international
team of specialists
in health, fitness
and management.**



h.i. TEAM

BOARD OF DIRECTORS

Ricardo Altimira, PhD

Chief Strategy Officer / h.i. PhD Business Administration 20 years working at Fitness / Sports / Consulting

Bruno Beltramini

HI CIO / HI South America Division / Electronic Engineer / Automation Master, UPC, SPAIN

Franco Dalla Mora

South Europe Division / Prof Physical Education / President TRIM - SIMB / Master of Sport, Italian Olympic Committee / European Podium
www.simb.com / www.trimlapalestra.it

Erik Luca

US Division Industrial Engineer / MBA, UCLA Coach, windsurf

Ximena Muñoz, PhD

South America Division h.i. / Economist / XMBA, IE-B-School Public Policies Evaluator, Harvard-World Bank, UN

Manuel Rincón, PhD

Chief Knowledge Officer / h.i. UN Diplomat / KM Scholar Professional MTBiker / Hicker

HEALTH ADVISORY BOARD

Dr. Daniel Forte

Chief Medical, h.i. / Physical Sciences and Sport PhD / Professor UEM / Professional Soccer Player / Director of Fitness Centers

Dr. Alfonso Jimenez

Senior Health Advisor, h.i. / Physical Sciences and Sport PhD / Professor UEM
Board Member European Health and Fitness Association

Dra. Ana Rodriguez Madroño

Chief Nutritionist, h.i. / Molecular Biologist / Nutrition Specialist and Runners Magazine

Dr. Julio Vadillo

Labour Medicine PhD / Board Member MGO
Lecturer, corporate medicine and labour risk prevention

SPORTS AND FITNESS / CONSULTING PARTNERS

Antonio Amusátegui

Real State Consulting Partner

Valerie Foldvary

Fitness Activities Consulting Partner

Lucas Peña

Centers Management Consulting Partner

Angelo de Robertis

Sports Consulting Partner

Cristina Serrano

H.I. Operations Director

Carlos Martinez Armas

Outdoor Training Consulting Partner

Gonzalo Real

M & A Consulting Partner

Vincenzo Zanusso

Corporate Fitness Consulting Partner

CORPORATE HEALTHNES CONSULTANTS

Manuel Alvarez

Joselo Barzola

Chus Castellanos

Eduardo (Dudu) Cuesta

Jose Manuel Mateu

Daniel Molina

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**Strategic advice
for Fitness-SPA
Centers and
Corporate Gyms**

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OBJECTIVES:

- Improve number of customers-members
- Increase customer satisfaction
- Reduce operational costs
- Improve productivity

AIMED TO:

- Directors of Fitness-SPA Centers
- Management teams committed to fidelization, innovation and profitability improvement

RESOURCES:

- h.i. specialists focused on marketing, PT, profit improv. programs with experience in Europe and America.
- Call center to adress questions arosen at consulting meetings or at day-to-day operation

DELIVERABLES / METHODOLOGY:

- Customized action plans based on the 8 P's (Prospect / Planning / Product / Positioning / Pricing / Personnel / Performance indicators / Progress reporting)
- Workshops with various Fitness Centers managers for cross fertilization

h.i. corporate healthness

Advice to
companies for
implementing
preventive and
health programs

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OBJECTIVES

- Improve employees satisfaction at home and office.
- Improve employee productivity by reducing absenteeism and increase endorphines and O₂.
- Contribute to labour climate and Social Responsibility objectives.

AIMED TO:

- HHRR Executives.
- CSR executives.
- Medical team and Health responsables.
- Directors with highly stressed teams.

RESOURCES:

- Team of nutricionists / lower back consultants / Personal Trainers and Sport Coaches directed by medical Doctors.
- Rigid protocols proven in various pilots.
- Data bases from Medical Journals and high prestige sport magazines.
- Customer Relationship Data Bases.
- High-tech devices to monitor key health variables (speedometers / pulsometers / intelligent clothing / fitness equipment data / etc).

DELIVERIES / METHODOLOGY:

- VIP medical and functional check-ups.
- Individualized Physical Activity plans.
- Nutrition / Lower-back / Sport advices via e-mail / SMS / Phone.
- Highly individualized "health pills" taken from Top data Bases.



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Services and
Phases

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PHASE 0:

Corporate Healthness program design

- Program scope definition.
- Company top management goals.
- Evaluation of existing resources (gyms / plans).
- Employees profiling (age / habits / job descriptions).

PHASE 1:

Corporate Healthness program start-up

- Kick-off medical/functional check-ups.
- Individualized plans for each employee on:
 - Physical Activities.
 - Nutrition Plans.
 - Lower-Back care programs.
 - Healthy habits adherence.

PHASE 2:

Support and Guidance

- "Health Indicators" control.
- On-Line support via SMS and e-mail.
- Individualized advice + "health pills".
- Healthness Workshops.

PHASE 3:

Healthness Events and Installations

- Advice and organization of corporate events to promote health: fitness contests / run-for-health / health networking / etc.
- Advice and design of Corporate Gyms / Corporate Pilates Centers / Re-hab Corners / etc.

h.i. training

**Tailor made
education programs
(clinics / workshops)
for Fitness / Wellness
staff and management**



Clinics / Workshops

- **Training programs based on Business Schools methodologies using cases and "Building-Bocks" techniques on the following areas:**

- Management Workshops:

- Large accounts marketing
- Vendors management
- Business Control indicators

- Interpersonal skills development

- Leadership
- Conflict resolution
- Negotiation with third parties

- Marketing workshops

- Survey design and management
- Telemarketing
- Marketing planning

- Communication clinics

- Communication between staff and customers / members
- Courtesy at its best
- CRM (Customer relationships management) build-up

- Other custom made workshops

h.i. has prepared a package offer for Australian Fitness Centers based upon our experience in Europe and America over those past 7 years of partnerships with customers and partners called "Grow-up with **h.i.**". This offer includes 6 months of consulting on the following profit improvement areas:

Increase of number of customers/members

- PT services
- Corporate Events at the Center
- SPA Services profit benefits

This proposal comprises weekly meetings combined with by-weekly workshops to train the staff as well as monthly reviews to adjust the program.

Services will be billed as a modest fix fee plus a success fee based upon the profit improvements achieved.





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Health at its best

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