

A NEW SERIES FROM LES MILLS
A NEW OPPORTUNITY FOR YOU.

BORN^{LES MILLS} TO MOVETM



To find out more about Les Mills BORN TO MOVETM
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BORN^{LES MILLS} TO MOVETM

BABY, YOU WERE BORN TO MOVE...

“BEFORE WE EVEN LEFT THE WOMB WE WERE MARTIAL ARTISTS, BOXERS, YOGIS, AND GYMNASTS. WE COULD KICK, PUNCH, STRETCH AND TURN SOMERSAULTS. WE COULD EVEN RESPOND TO A PIECE OF MUSIC. WITH A BIT MORE ROOM WE MIGHT HAVE DANCED.

BORN TO MOVE IS A NEW SERIES FROM LES MILLS THAT PLUGS YOUNG PEOPLE INTO THEIR INNATE NEED TO MOVE, AND THE JOY, VITALITY AND SELF-ESTEEM THAT COMES WITH IT. BORN TO MOVE BUILDS CONFIDENCE AND DEVELOPS SKILLS, USING ROLEPLAYING, STORIES, GAMES, TEAM BUILDING, PERFORMANCE, PROBLEM SOLVING AND THE MAGIC OF MUSIC. THE CONTINUOUS SERIES TAKES CHILDREN FROM TODDLER AGE THROUGH TO THEIR TEENS, FOSTERING AND CEMENTING POSITIVE PHYSICAL HABITS SO THAT THEY'RE HARDWIRED FOR A LIFETIME.

LES MILLS HAS THE EXPERTISE AND SCALE TO DELIVER RESULTS TO OUR YOUNG PEOPLE. THROUGHOUT THE WORLD, EACH WEEK, THREE AND A HALF MILLION ADULTS TAKE A LES MILLS® CLASS. THEY JOIN BECAUSE THEY WANT RESULTS, BUT THEY STAY BECAUSE OUR PROGRAMS MAKE THEM FEEL GOOD ABOUT THEMSELVES AND THEIR LIVES.

ISN'T THAT WHAT WE WANT FOR OUR CHILDREN? PHYSICAL WELLBEING, SELF-BELIEF AND A POSITIVE WORLDVIEW. THEY WERE BORN TO MOVE. LET'S GET THEM MOVING THAT WAY.”



AN INVITATION TO INSPIRE A NEW GENERATION

Introducing Les Mills BORN TO MOVE™ – a series of fitness classes for young people, aged two to sixteen years, designed to develop their confidence in and mastery over their bodies.

Set to music young people love and featuring moves they actually want to do, BORN TO MOVE™ draws from the disciplines of dance, martial arts, sports conditioning, plyometric training and yoga. Children move seamlessly through the five age groups in the series as they grow from toddlers to teens, building fundamental skills and embedding a lifelong love of movement.

In the eyes of the young people who have helped us create and test BORN TO MOVE™, 'fitness' is a side effect of having fun. Bring BORN TO MOVE™ to your facility and you'll gain the opportunity to inspire a whole new generation of fitness believers.



IGNITE A LIFELONG LOVE OF FITNESS THROUGH FUN

- A series of high-quality 30 – 55-minute classes.
- Segmented into five different age groups so participants can progress through the series as they grow from toddlers to teens.
- Moves that young people can master with ease and actually want to do.
- Music young people love and that's drawn from their world.
- Content designed to switch on their motivation and sustain their interest.
- New music and choreography three times a year.



MOVE BODIES BUILD SKILLS GROW NUMBERS



**BRINGS A WHOLE WORLD
OF NEW OPPORTUNITIES TO YOUR BUSINESS:**

1. Attract new prospects to your club.

2. Add value for current members who plan their own attendance around their children's needs.

3. Fill 'quiet' patches in your timetable.

4. Sell blocks of classes or offer family memberships.

5. Connect with future customers who may reward you with years of attendance.

AND A BONUS ONE:

6. Help shape your community in a way that will have a positive impact for years to come.

THE COMPLETE PACKAGE

Introduce BORN TO MOVE™ to your facility, and you'll receive everything you need to grow a whole new generation of fitness believers:

- A series of fitness classes for young people aged 2 – 16 years, set to music they love and delivered in a fun and motivating group environment.
- Support with recruiting and training a new breed of instructor – engagement experts who are skilled in coaching young people.
- New choreography and music three times a year to maintain interest for your young members.
- An extensive suite of marketing and promotional resources.
- The knowledge that BORN TO MOVE™ classes are underpinned by the latest scientific research, which proves that improved levels of fitness result in healthier, happier and smarter children.
- The backing of Les Mills, the world experts in music, movement and motivation.



CLASSES FOR EVERY AGE AND STAGE

The BORN TO MOVE™ series is segmented into five age groups. Each one features age- appropriate music and moves to ensure classes deliver ‘what young people want’.

2–3 YEAR OLDS

The original music in this 30 or 45-minute class is written especially for this age group with lyrics that act as sung instructions. Parents or caregivers join in and the emphasis is on fun as young participants are led through moves that develop body awareness and balance.

4–5 YEAR OLDS

Children in this age group are starting to master a broader range of movements and have vivid imaginations. The class is around 45 – 55 minutes and the music is written to involve them in a narrative. Participants develop self-awareness, balance, weight transfer and concentration skills, while learning how to interpret music and move to a beat.

6–7 YEAR OLDS

This is an action-packed class that introduces fundamental movement skills, using fun rather than formal exercise routines. Instructors can focus on one of two options, either foundation and games, or dance. Children of this age are primarily visual learners so the instructor places emphasis on demonstrating moves they can easily follow. The content is co-created with young people and the licensed music is drawn from their world. Classes run for 30, 45 or 55 minutes.

8–12 YEAR OLDS

The fundamental movement skills introduced to our 6 – 7 year olds are expanded on in this 30 or 45-minute class. The content draws from dance, martial arts and yoga and incorporates games to keep things interesting. Instructors adapt their approach to match participant mood and energy levels so everyone leaves class feeling great.

13–16 YEAR OLDS

This 30 or 45-minute class draws from the disciplines of martial arts, hip hop, sports conditioning, plyometrics, dance and yoga. Instructors can dip into a constantly updated toolbox of tracks as they motivate teenagers to challenge themselves to go just that little bit further. Participants will leave class with a strong sense of achievement and buzzing with energy.



BACKED BY SCIENCE, FUELED BY FUN

Designed by world-leading experts in physical development, BORN TO MOVE™ classes are underpinned by the latest scientific research, which proves that improved levels of fitness result in healthier, happier and smarter children.

Recent research by the University of Auckland, New Zealand, confirms these benefits. In a study of the BORN TO MOVE™ teens' program:

- Music was rated highly and contributed to very high levels of enjoyment.
- Energy expenditure was equivalent to moderate intensity exercise.
- Positive trends in body composition variables were observed.
- The classes increased self-efficacy (confidence) to be active.

A NEW BREED OF INSTRUCTOR

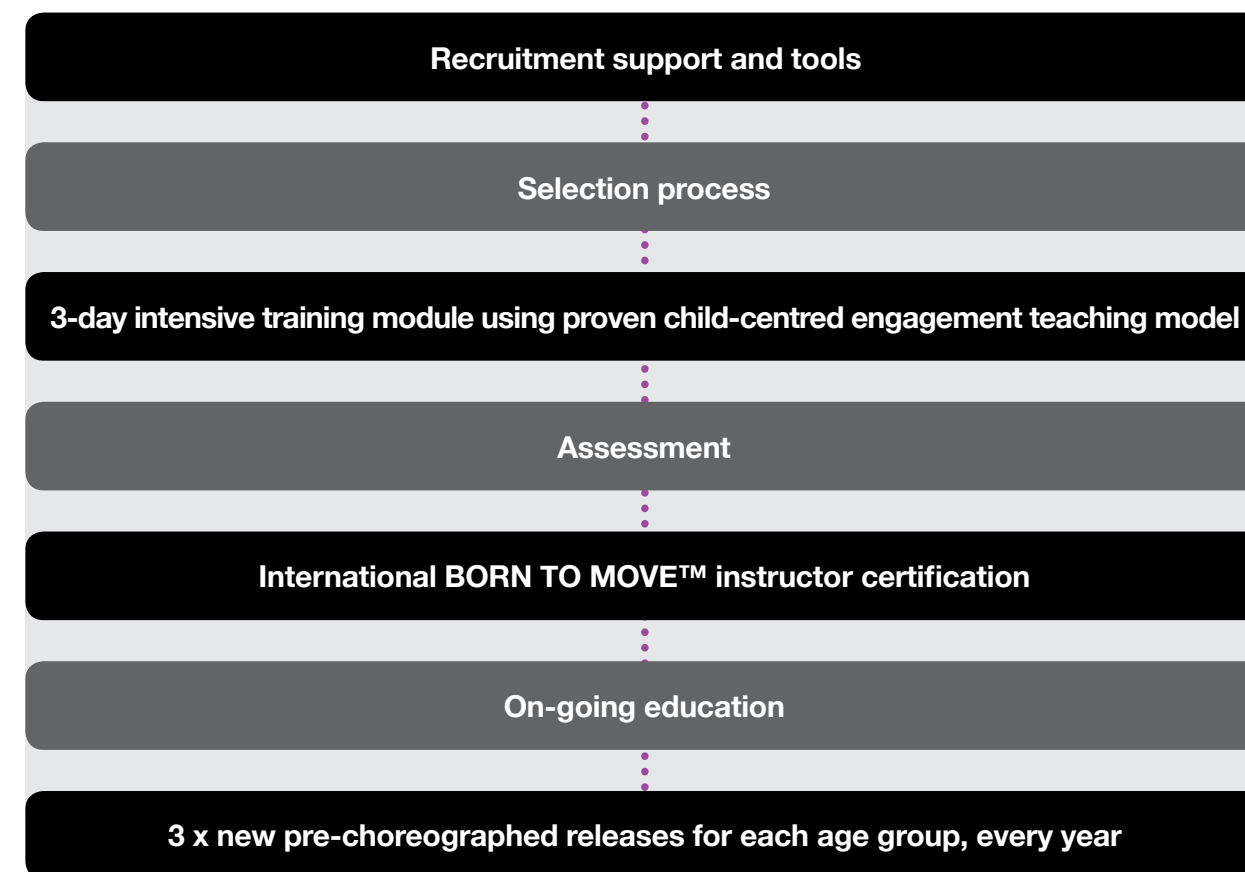
FIND THEM, TRAIN THEM, KEEP THEM

The instructors who train Les Mills™ classes for adults are special people. But we need a different sort of 'special' for this job. Number one on the job description: **'MUST LOVE YOUNG PEOPLE.'**

Les Mills will train a 'new breed' of instructor for BORN TO MOVE™ and teach them how to motivate and inspire each age group. We'll provide ongoing education and support, both online and live, so that your instructors are constantly building their skills and their rapport with your young customers.



A PROVEN TRAINING SYSTEM



THE MAGIC OF MUSIC

Great music is a fundamental driver for the BORN TO MOVE™ experience and an integral part of the magic that will keep young people returning to your classes week after week.

Music helps all of us, young and old, to express emotions and overcome self-consciousness, and in BORN TO MOVE™ we choose just the right mix of tracks to help motivate young people and sustain their interest.

For the two BORN TO MOVE™ classes for the youngest age groups, we create and provide all the music. The original lyrics and melodies act as simple instructions, reflecting and reinforcing each movement children are asked to make.

Licensed music is provided for the older three age groups. Our panel of teen co-creators help keep us in touch with music trends and we tailor the tracks to each age group's tastes. The music is what they listen to now, or what they're about to discover. It is drawn from a range of genres, but always has an irresistible beat.



YOUR **SUCCESS** TOOLKIT

From day one you'll be supported by a member of the Les Mills tribe. We'll help you launch BORN TO MOVE™ and maximize its potential once you're underway. Together we'll make sure you:

- Set clear and measurable goals for the launch of BORN TO MOVE™ classes.

- Establish strong product knowledge for your membership consultants and front desk team - making sure they know how to promote classes to your members and prospects.

- Decide how many classes you should launch and where to put them on your schedule to create optimal growth in attendance.

- Optimize your existing space to create an environment that caters for young people and their parents and makes them want to return.

- Select and recruit new instructor talent suited to teaching young people.

- Organise a great launch event, marketing and selling plan to create the best possible platform for growth.



WHO IS LES MILLS?

Les Mills is the creator of 13 global group fitness and team training programs, including BODYPUMP™ (weights), BODYCOMBAT™ (martial arts) and RPM™ (indoor cycling). Our mission is to create a fitter planet, one workout at a time. We wrap exercise in excitement and harness the power of the group to keep people coming back for more.

Millions of adults are inspired to work out in a LES MILLS™ class in 15,000 clubs in 80

countries, every week. We renew our programs every three months with new choreography, licensed music and instructor education – creating an invigorating exercise experience known around the world. Now BORN TO MOVE™ brings our expertise in movement, music and motivation to young people for the first time, providing high-quality classes for all ages and stages, and igniting a lifelong love of fitness through fun.

TESTED AND APPROVED BY OUR TOUGHEST CRITICS

5 REASONS CUSTOMERS WILL KEEP COMING BACK

“IT’S FUN”

When you’re young ‘exercise’ is something adults make you do. Fun, though, is your very reason for being. BORN TO MOVE™ is fun. The ‘getting fit’ is a side effect. How do we know? Because we’ve researched, created and tested BORN TO MOVE™ with the very people we want to have fun (and get fit). And they do.

“I CAN DO IT”

Any child or teenager within the class age range will be able to make all of the moves with ease. A gradual, layered increase in complexity builds mastery, one move at a time. They leave class feeling good about themselves. Every time.

“I NEVER GET BORED”

There’s lots of variety built into every class and instructors are trained to keep children stimulated and engaged. The youngest learn to move by being inspired by stories and specially created music, then as they grow BORN TO MOVE™ introduces them to a huge variety of skills drawn from disciplines like yoga, dance, drama, martial arts and team building. Three times a year Les Mills also updates each class with new music and choreography.

“MY KIND OF MUSIC”

We’ve asked around. We know what children this age like. And that’s exactly what they’ll get. Some of it you will have heard before and some has been specially created. Children can also sing along which helps them learn the choreography.

“I’VE MADE FRIENDS”

Everything is more fun with friends. Children have a strong need to belong to their peer group and it only increases as they grow. BORN TO MOVE™ instructors are trained to foster a sense of belonging and use it as powerful motivator to keep young people engaged.

