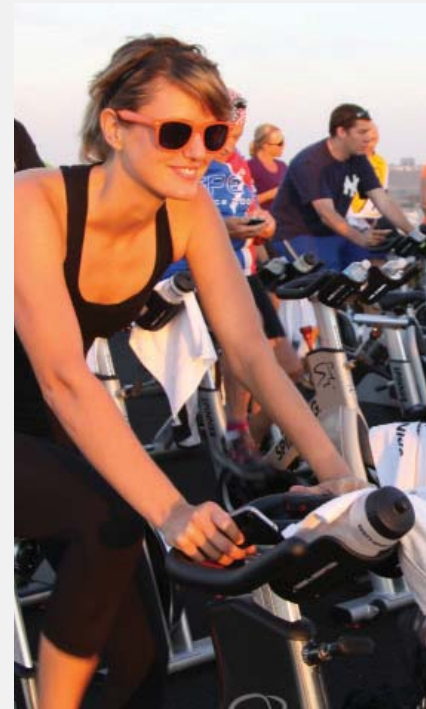
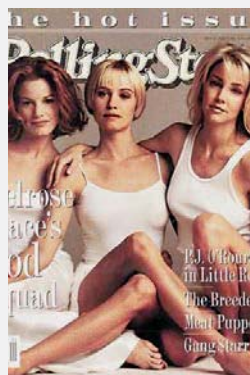


THE HISTORY OF SPINNING®



1991

'91
South African cyclist Johnny Goldberg (known as Johnny G) meets John Baudhuin, an avid cyclist and entrepreneur. The two team up to design and make the first run of commercial Spinner® bikes.

'92
Johnny G and John B. begin commercial manufacturing and distribution of Spinner bikes and the Spinning® program.

1995

'93
The Spinning® program is officially offered at Crunch gyms in New York City.

'94
Mad Dogg Athletics, Inc. (MDA) registers and trademarks the Spinning® name and develops the Spinning® Instructor Certification Program.

Spinning® is named the "hot exercise" in Rolling Stone magazine's annual "hot list."

'96
More than 1,000 facilities in over 30 countries become Official Spinning® Facilities.

'98
MDA launches the first Spinning® continuing education workshops.

'99
The first World Spinning® and Sports Conditioning (WSSC) conference takes place in Los Angeles, California.

2004

'01
WSSC moves to Miami, Florida, its new annual home.

'02
The first Spinning® Experience event takes place in the Netherlands.

'03
Spinning® trains its 100,000th instructor.

'04
The MDA Europe office opens in the Netherlands.

Johnny G retires from Spinning®.

'05
MDA begins producing videos and selling its line of Spinner® bikes to the home market.

The first Spinning® infomercial is released featuring the Spinner® Sport.



2010

'08
The first Spinning®-sponsored charity event, Spinning Nation®, takes place at indoor cycling facilities throughout the U.S.

John Baudhuin receives The Hilton Distinguished Entrepreneur Award for his work in creating the Spinning® program.

'13
The SPINPower® program and the Spinner® Blade ION™ are introduced with the launch of strain-gauge power meter technology.

'15
Spinning® introduces the Fusion Drive™.

Spinning® and Precor® sign an exclusive partnership to co-produce new commercial Spinner® indoor cycling equipment.

2017

'17
Spinning® and Precor® launch the new Chrono™, the world's most advanced bike with power measurement.

Spinning® launches an online version of its world-class Spinning® Instructor Certification.

Spinning® launches its new SPINPower® Crank for both the studio and home environments.

'18
Spinning® launches the online version of SPINpower® Certification, and live and online versions of Instructor Rockstar Certification.

MDA opens INDUSTRY™, a multi-discipline flagship fitness studio in Venice, California, offering Spinning®, Yoga, and Peak Pilates®.

2018

Spinning® premieres SPINtv™, a streaming service of instructor-led rides to fully integrate the home Spinning® experience.

The Spinning® Commercial Series introduces the first magnetic braking system with an oversized, perimeter-weighted flywheel.

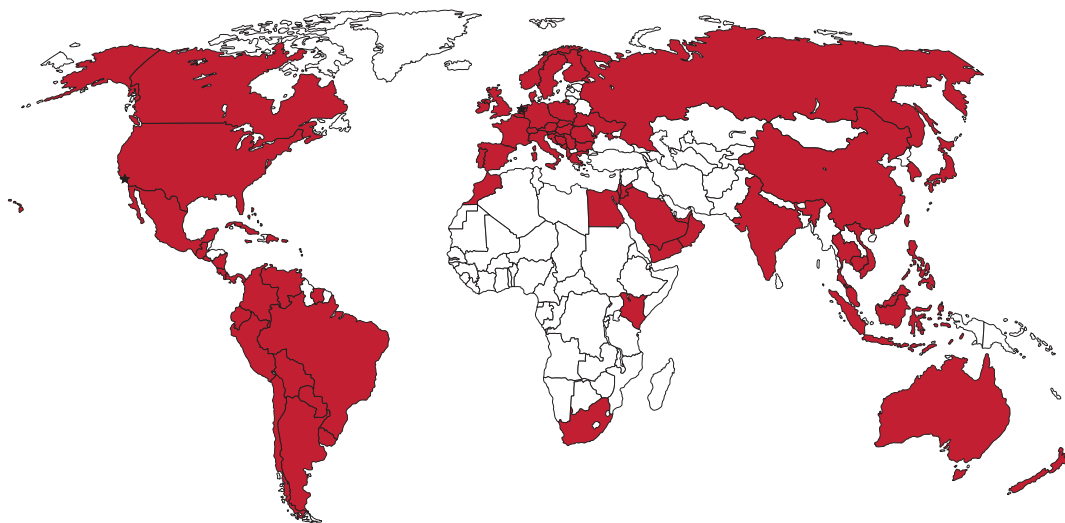
GLOBAL OPERATIONS



SPINNING® GLOBAL
EVENTS AND TRAININGS

+1,200

PER YEAR

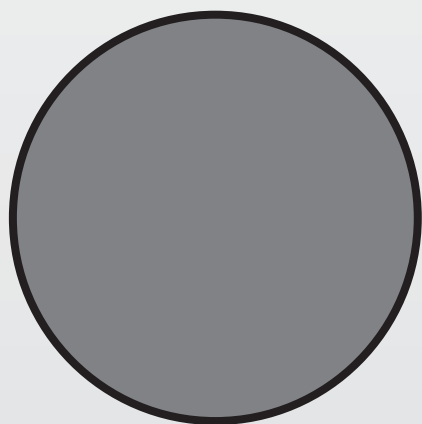


SPINNING®
IS IN

80

COUNTRIES

25 NUMBER OF LANGUAGES SPINNING® INSTRUCTOR
CERTIFICATION TRAININGS IS TAUGHT IN



INDUSTRY™
THE NEW FLAGSHIP STUDIO
IN VENICE, OPENED IN
2018

OFFICES LOCATED IN
VENICE, CALIFORNIA
RANCHO DOMINGUEZ, CALIFORNIA
LONGMONT, COLORADO
MAASSLUIS, NETHERLANDS



Certified
Instructors Yearly

10,000

SPIN®
Members

10,000

Certified
Spinning® Facilities

35,000

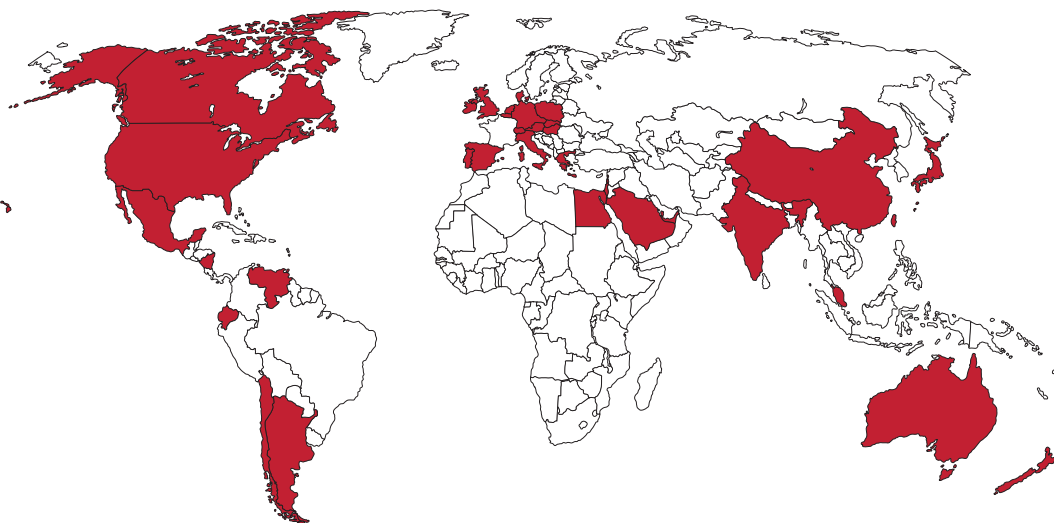
250,000+ PEOPLE WORLDWIDE HAVE BEEN
CERTIFIED IN THE SPINNING® PROGRAM



FIVE FIDOS
FREQUENT
SPINNING® HQ

150

TOTAL
NUMBER OF
SPINNING®
MASTER
INSTRUCTORS
WORLDWIDE



SPINNING® MASTER INSTRUCTORS HAIL FROM
OVER 35 COUNTRIES

2018 SPINNING®
SOCIAL MEDIA STATS

FACEBOOK.COM/SPINNING: 453,000

TWITTER@SPINNINGHQ: 4,680

INSTAGRAM@SPINNINGHQ: 13,200

PINTEREST.COM/SPINNING: 3,225



SPINNING® INSTRUCTOR
GENDER BREAKDOWN

OUR INSTRUCTORS'
AGES RANGE FROM

18-80

OVER
1,000,000

COMMERCIAL & HOME CONSUMER BIKES
SOLD WORLDWIDE



FANS / FOLLOWERS / SUBSCRIBERS
ON SOCIAL MEDIA AND GROWING