

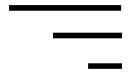


LIV_{unLtd}

SERVICES PORTFOLIO

ELEVATING SPACES. ENRICHING LIVES. | WWW.LIVUNLTD.COM

About LIVunLtd



Partnering with LIVunLtd is a choice well made. Our expertise helps support your efforts to engage existing tenants; build brand loyalty; create community and boost retention.

LIVunLtd today is the result of a vision that began more than 40 years ago when Health Systems Group set out to raise the bar on the customer experience when it comes to consulting, equipping, and managing high-quality Fitness Centres. The roots of that vision remain firmly planted in providing an unparalleled, consultative approach that includes the most attentive management in the industry.



In 2018, Health Systems Group was acquired by the Canadian company, LIV North. With the acquisition came a wealth of enhancements that gave us the resources and strategic leadership to enhance our systems, processes, and our reach. Under the LIV North umbrella, the company continued to make strategic and effective acquisitions of other leading fitness companies, including National Fitness Products, Advantage Fitness and Apple Fitness.

Most recently, LIV North changed our name to LIVunLtd as we joined forces with our American affiliates. We are grateful to our team of talented associates across Canada and the United States who help us deliver the level of service excellence which has driven our success and forged long standing relationships with our valued clients. Our clients represent every type, every size and every style of facility where communities come together to enjoy the many benefits of fitness, wellness and well-being. We are equally grateful to our long list of clients which include Municipal Recreation Centers, Commercial Gyms, Private Boutique Facilities, Corporate Fitness & Wellness Centres, University Campuses, YMCA's, JCC's, Residential Buildings, Commercial Office Towers and more.

Whether operating under our brand or yours, we have great respect for the tasks at hand, and we treat your account as if it is our first and only opportunity to prove our worth and live up to our mission:







Engaging your community with unlimited opportunities to achieve a wellness-based lifestyle.

What We Do

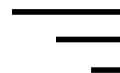
LIVunLtd is your complete solution for all of your fitness and wellness needs. From concept and design, to equipping and managing, we can fully service any space, any size.

And all of our services are **completely customizable and tailored** to your needs and goals!

Consulting	Facility Management	Optimal - Virtual Wellness Platform	Fitness Equipment
<ul style="list-style-type: none">• Facility Design• Equipment Specifications and Procurement• Operating Model	<ul style="list-style-type: none">• Facility Operations• Fitness & Wellness Classes and Programs	<ul style="list-style-type: none">• Comprehensive Virtual Wellness Platform• Culture-Driven Engagement• Scalable & Insightful	<ul style="list-style-type: none">• Sales & Procurement• Service & Preventative Maintenance
			

Consulting

Expert guidance to build, launch, and elevate your fitness & wellness vision



Our comprehensive consulting services are designed to support the planning, development, and launch of a fitness and wellness facility. The scope can include any or all of the following as requested by our clients:



Advisory Services

Drawing on deep operational experience and a strong understanding of trends in the fitness and wellness industry, we provide strategic advisory services. This includes guidance on emerging best practices, evolving consumer expectations, innovative programming ideas, and ongoing optimization opportunities to ensure long-term relevance and success.

Needs Assessment and Feasibility Study

We will conduct in-depth demographic research to define the catchment area, identify the target market, and develop a demographic profile. A competitive analysis will identify key players, assess comparative businesses, and recommend a clear market differentiator and positioning strategy.

Space Planning and Design Consultation

Recommendations will be provided on optimal space usage, including square footage, amenities, and program-specific needs. Facility design input will focus on operational efficiency and user experience, including detailed specifications for HVAC, electrical, flooring, and other technical requirements. Interior design and architectural elements will also be reviewed.

Equipment Selection and Procurement

We will identify equipment needs aligned with programming and demographic data, including quantities, technical specs, and layout plans. Capital cost estimates and procurement timelines will be developed through vendor engagement.

Technology Integration

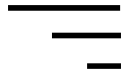
Guidance will be provided on the integration of club management software and in-facility technology, including on-demand programming systems, media-enabled equipment, microphones, and studio TVs to enhance user engagement and operational efficiency.

Budgeting and Financial Plan

A 3-5 year financial and operational model will be created, incorporating detailed input assumptions, revenue projections, expense forecasting, and service planning. This will include staffing, program offerings, hours of operation, and auxiliary services like towel service and wellness offerings,

Consulting

Expert guidance to build, launch, and elevate your fitness & wellness vision



Staffing and Operational Strategy

We will develop a comprehensive staffing plan and strategic operating model. This includes recommended staffing levels, roles, schedules, and best practices for efficient and effective facility management.

Programming and Member Engagement

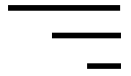
Program planning services will include a sample calendar of events, suggested fitness and wellness offerings, seasonal initiatives, and member engagement strategies to foster community and long-term retention.

Pre-Sales and Launch Plan

A detailed pre-sales and launch workback plan will be created, outlining critical timelines, promotional activities, team onboarding, community outreach, and operational readiness to ensure a successful facility opening.

Fitness Management

End-to-end operations for exceptional fitness & wellness experiences



Our Fitness Management Services are designed to fully support and operate onsite fitness and wellness facilities on behalf of our clients. We provide a turnkey solution that ensures exceptional service delivery, member engagement, and operational excellence. The scope includes:

Onsite Staffing and Leadership

We recruit, hire, and manage a professional onsite team including fitness managers, wellness coordinators, personal trainers, and group fitness instructors. Our team is trained to reflect the client's brand, culture, and service standards while ensuring safe, inclusive, and motivating experiences for all members.

Daily Operations and Facility Oversight

Our team manages the day-to-day operations of the fitness center, including opening/closing procedures, equipment checks, cleaning protocols, inventory management, and adherence to all safety and compliance standards. We ensure the facility runs smoothly and efficiently at all times.

Programming and Class Management

We curate and deliver a robust schedule of group fitness classes, workshops, wellness events, and seasonal programming based on member demographics, preferences, and engagement data. Our offerings are designed to boost participation, build community, and support diverse wellness goals.

Member Services and Engagement

Member experience is at the heart of our approach. We provide orientation sessions, personalized fitness assessments, and ongoing support to help members achieve their goals. Engagement strategies include challenges, campaigns, events, and a welcoming, service-oriented environment.

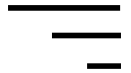
Performance Tracking and Reporting

We track participation metrics, member feedback, program performance, and operational KPIs. Regular reports are provided to stakeholders, offering transparency and actionable insights to continuously improve member satisfaction and outcomes.



Fitness Management

End-to-end operations for exceptional fitness & wellness experiences



Technology and Systems Integration

We manage and support the integration of technology solutions including member management platforms, scheduling tools, fitness tracking systems, and digital content delivery. Our goal is to enhance efficiency, accessibility, and user experience.

Optimal – Your Corporate Gym Online

As a complement to onsite services, we offer Optimal – Your Corporate Gym Online, a virtual wellness platform designed for remote, hybrid, and geographically dispersed workforces. This includes on-demand Les Mills classes, live-streamed fitness sessions, wellness programs, challenges, nutrition workshops, and optional personal training. Optimal ensures all employees, regardless of location, can access engaging, high-quality wellness experiences that support a culture of health and inclusion.

Facility Maintenance and Vendor Coordination

We coordinate with maintenance staff and external vendors to ensure equipment is serviced, repairs are addressed promptly, and the physical space remains in optimal condition. We serve as the primary liaison for all fitness-related facility matters.

Health & Safety Compliance

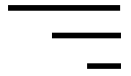
Our teams are trained in CPR, AED, and first aid, and follow strict safety protocols aligned with industry standards. We monitor and update emergency procedures, ensure equipment safety checks, and support a culture of wellness and responsibility.

Strategic Advisory and Client Partnership

As trusted partners, we provide ongoing strategic guidance to help clients evolve their offerings based on trends, member feedback, and organizational goals. We share insights from industry best practices and support long-term planning and innovation.

Optimal by LIVunLtd

Virtual fitness & wellness for today's workforce



Optimal is our digital fitness and wellness solution designed to engage remote, hybrid, and geographically dispersed employees with flexible, accessible, and high-quality wellness experiences. Built for the modern workplace, Optimal empowers organizations to support the health and wellbeing of their teams—wherever they are. The service includes:

On-Demand Fitness Library

Employees gain unlimited access to a robust library of on-demand fitness classes, including globally recognized Les Mills programming. Options span strength, cardio, yoga, HIIT, dance, and recovery formats, allowing users to engage at their own pace and on their own schedule.

Live-Streamed Fitness Classes

We offer a live class schedule led by certified instructors in a variety of formats—strength, yoga, Pilates, cardio, meditation, and more. Live classes create real-time connection and community while encouraging accountability and routine.

Wellness Workshops & Education

Monthly wellness content includes interactive workshops, lunch & learns, expert panels, and seasonal themes addressing topics such as nutrition, stress, sleep, mindfulness, movement, and mental health. All sessions are recorded and available on-demand.

Wellness Challenges & Campaigns

Engaging, team-based wellness challenges promote participation, morale, and culture-building. Themes vary throughout the year and may include step challenges, hydration campaigns, mindfulness streaks, or strength goals, all with optional prize structures and reporting.

Personal Training & One-on-One Coaching (Optional)

For organizations looking to offer more personalized support, we provide access to certified personal trainers and registered health coaches for one-on-one sessions. These services can be purchased by the employer or offered as an employee-paid enhancement.

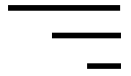
Customized Corporate Branding & Communication Support

We work with our clients to align Optimal with their internal culture and communications. This includes branded portals, launch toolkits, ongoing engagement support, and tailored onboarding materials to drive awareness and adoption.



Optimal by LIVunLtd

Virtual fitness & wellness for today's workforce



Reporting & Utilization Insights

Administrators receive regular reporting on engagement, class usage, and challenge participation, providing valuable insights into employee wellness trends and program impact.

Scalable, Flexible Access for All Employees

Whether your workforce is fully remote, hybrid, or multi-site, Optimal is built to scale. It supports global workforces and can accommodate diverse employee needs with ease, accessibility, and equity.

Wellbeing as a Culture Strategy

Optimal is more than a virtual gym—it's a tool to promote belonging, resilience, and holistic health across your organization. By integrating movement, mindfulness, education, and fun, Optimal supports employee wellbeing while reinforcing a vibrant, people-centered culture.

Equipment Sales, Service & Preventative Maintenance

Reliable solutions for outfitting and protecting your fitness investment

We provide expert guidance, sourcing, installation, and ongoing maintenance for commercial fitness equipment—ensuring our clients have safe, functional, and future-ready spaces. Our service is rooted in deep operational knowledge and long-standing relationships with top-tier manufacturers, making us a trusted partner in outfitting and preserving your fitness environment. Our offerings include:

Consultative Equipment Selection

We help clients select the right mix of equipment to match their programming goals, user demographics, space constraints, and budget. Recommendations are based on decades of operational experience and include considerations for user accessibility, space flow, training trends, and safety.

Vendor Relationships & Procurement

We source from industry-leading manufacturers to provide commercial-grade cardio, strength, functional training, and wellness equipment. Our strong vendor relationships allow us to negotiate competitive pricing and coordinate seamless delivery and installation.

Space Planning & 3D Layouts

Our team offers space optimization consulting and provides 2D and 3D layouts to visualize equipment flow, ensure ADA compliance, and support a clean, efficient user experience. We help clients make the most of every square foot.

Delivery & Installation Oversight

We coordinate and oversee the delivery and professional installation of all equipment, ensuring proper setup, calibration, and configuration. Post-installation, we conduct walkthroughs and orientation to ensure clients are fully comfortable with their new equipment.

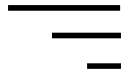
Preventative Maintenance Services

Our preventative maintenance programs are designed to extend the life of your investment, reduce downtime, and keep equipment operating at peak performance. Services include regularly scheduled inspections, cleaning, lubrication, adjustment, and performance testing of all major equipment types.



Equipment Sales, Service & Preventative Maintenance

Reliable solutions for outfitting and protecting your fitness investment



Service & Repairs

Our certified service technicians are available to quickly diagnose and resolve issues—whether it's a treadmill belt replacement, elliptical calibration, strength machine cable repair, or electronic console troubleshooting. We prioritize fast response times and clear communication.

Asset Inventory & Lifecycle Planning

We maintain detailed equipment inventories and track asset lifecycles, helping clients plan for future upgrades and replacements. Our reporting can support capital forecasting and operational planning.

Safety, Compliance & Risk Reduction

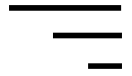
Through consistent maintenance and equipment care, we help ensure your facility meets all safety standards and minimizes liability risks. We provide documentation of service visits and flag any equipment that may need to be removed from service.

End-of-Life Equipment Removal & Replacement

When it's time to refresh your facility, we handle the logistics of removing and responsibly disposing of or recycling aging equipment, and replacing it with state-of-the-art solutions that align with your evolving needs.



Our Clients



The following corporations have benefited from our decades of experience as operators and suppliers, our industry relationships, plus our awareness of and our access to equipment across every facet of fitness and wellness.



CIBC Square
(Hines)



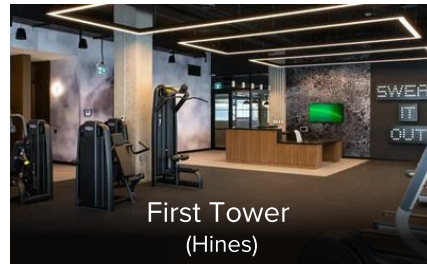
Southcore Financial
(QuadReal)



AeroCentre
(Colliers)



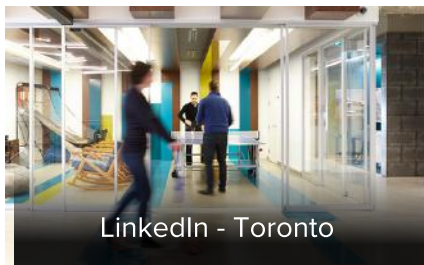
240 Fourth
(QuadReal)



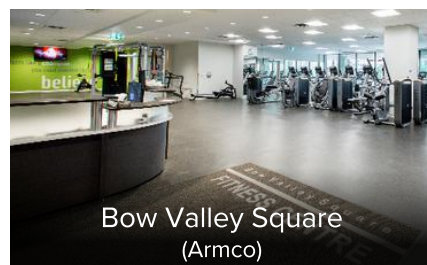
First Tower
(Hines)



Livingston Place
(QuadReal)



LinkedIn - Toronto



Bow Valley Square
(Armco)



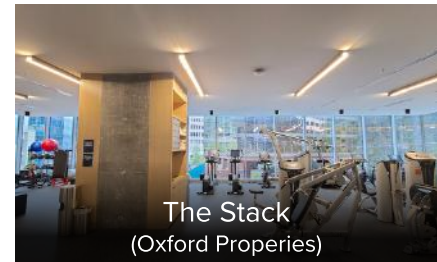
Tower Fitness at the CORE
(Cushman & Wakefield)



Calgary City Centre
(Cadillac Fairview)



Southland Park
(Canderel)

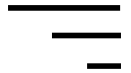


The Stack
(Oxford Properties)

LIVunLtd also currently manages and provides fitness and wellness services for the following:

- Honda Motors Canada
- Rogers Communication
- Nutrien Ltd.
- 140 Quarry Park, GWL Reality Advisors
- 101st Street, Epic Investments
- 103rd Street, Epic Investments
- 1122 - 4th, Enright Management
- Jamieson Place, Quadreal Property Group
- Western Canadian Place, Quadreal Property Group
- SunLife Financial
- Franklin Templeton
- Enbridge Centre, Hines
- 400 - Third, Oxford Properties
- Bell Tower, Aspen Properties
- Eau Claire Tower, Oxford Properties
- Centennial Place, Oxford Properties
- Pacific Centre, Cadillac Fairview
- Fanshawe, St. Clair and Northern College
- And more

Thank you



Thank you for taking the time to review our service portfolio. At LIVunLtd, we are passionate about delivering innovative, customized solutions that elevate the wellness experience. Whether through consulting, on-site management, our Optimal virtual platform, or equipment sales, we're committed to helping you build vibrant, engaging communities. We look forward to the opportunity to collaborate and bring your vision to life.

Contact Us

If you have any questions about this proposal, please do not hesitate to contact any of us.



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