

A woman with her hair in a ponytail is shown in profile, facing right. She is wearing a black tactical vest with multiple straps and buckles, and black knee pads. The vest and knee pads have the 'BODY20' logo on them. She is also wearing a black long-sleeved shirt with a white geometric pattern on the sleeves. The background is a solid blue color. The text 'BODY20' is overlaid in the center of the image in a large, white, sans-serif font.

BODY20

OPERATIONS MANUAL

CONFIDENTIALITY DISCLOSURE

This is the **Body20 Global USA, LLC Operations Manual**. The information contained in this manual is confidential and is a trade secret of **Body20 Global USA, LLC**. Accordingly, no person having access to this Manual may disclose the contents of this Manual to the public or to any person not expressly authorized by **Body20 Global USA, LLC**. This Manual may not be copied, reproduced or distributed in any manner. At all times, Franchisee must keep this Manual and the password to access this manual in a secure location. Franchisee must limit access to this Manual and to such of Franchisee's employees that have a "need to know" in order to perform their jobs and only as authorized under Franchisee's **Body20 Global USA, LLC** Franchise Agreement. Franchisee acknowledges and agrees that it must secure an executed copy of a confidentiality and non-competition agreement from each and every person that is granted access to this Manual or to begin their relationship in such capacity with Franchisee. No other person may have access to this Manual.

CHAPTER ONE

INTRODUCTION

MANUAL PURPOSE AND ORGANIZATION

This Operations Manual addresses the general responsibilities involved in the startup and management of a **BODY20®** studio. This manual also covers the specific operational procedures recommended as best practices for employees under the franchisee's supervision.

Alignment with Franchise Disclosure Document

This manual is designed to support the information found within the Franchise Disclosure Document with regards to franchisor and franchisee responsibilities, required expenditures, royalty payments, operational obligations, and other requirements set forth by the franchisor.

Storing the Manual

This manual must be stored in a secure location and have a documented chain of custody as to its ownership.

OWNERSHIP OF MANUAL

BODY20® is the sole and rightful owner of this manual. All Rights Reserved. This is proprietary and confidential material. Unauthorized distribution is prohibited. “**BODY20®**” and related marks are property of **BODY20®**.

CORRESPONDENCE AND COMMUNICATION

To contact BODY20 HQ with any questions or requests, franchisees should open a FranConnect Support ticket and/or discuss with your Business Coach on your regularly scheduled calls.

MANUAL TERMINOLOGY

We use these terms throughout this manual:

- We, Us = Franchisor
- Franchisor = **BODY20®**
- You = Franchisee
- Studio, Location = Unit
- **BODY20®** HQ = Corporate headquarters
- Member = Customer
- Guest = Potential Member (coming in for demo)
- Lead = Person interested in brand (name, number, email)
- Prospect = A lead that has been scheduled to come in for a demo
- Demo = Free trial class
- Management = Manager
- Coaches = Employee (trainer)
- Sales Associate = Employee (front desk)
- Sessions = classes
- Base layers = lycra, undergarments
- Wearables, wearable technology = EMS Suit
- **BODY20®** Technology = XBody, InBody
- **BODY20®** Report = InBody Report

WELCOME TO BODY20®!

Welcome! We are happy that you're now part of the **BODY20®** team. Our goal is to establish a positive relationship between your independently owned and operated location and our corporate office (**BODY20®** HQ) so that you can effectively, efficiently and profitably run a successful **BODY20®** location. This manual outlines policies, systems and procedures that make the **BODY20®** system extremely successful.

This manual provides information which, on a day-to-day basis, will help ensure the productivity of your location. The business plan has been extremely successful. Any deviation from our core business concept is not only discouraged, but is not permitted.

BODY20® is committed to offering the support you need to make your business a vehicle for professional, personal and financial success. We are here to provide the assistance to make this happen.

Company History

Humans. Whether we're a professional athlete or fitness novice, we're like exotic sports cars with governors on our engines. We simply can't achieve our full physical potential without a little help from technology. Good news: **BODY20®** is that technology. Our boutique fitness workout is revolutionizing fitness by bio-hacking the human brain and