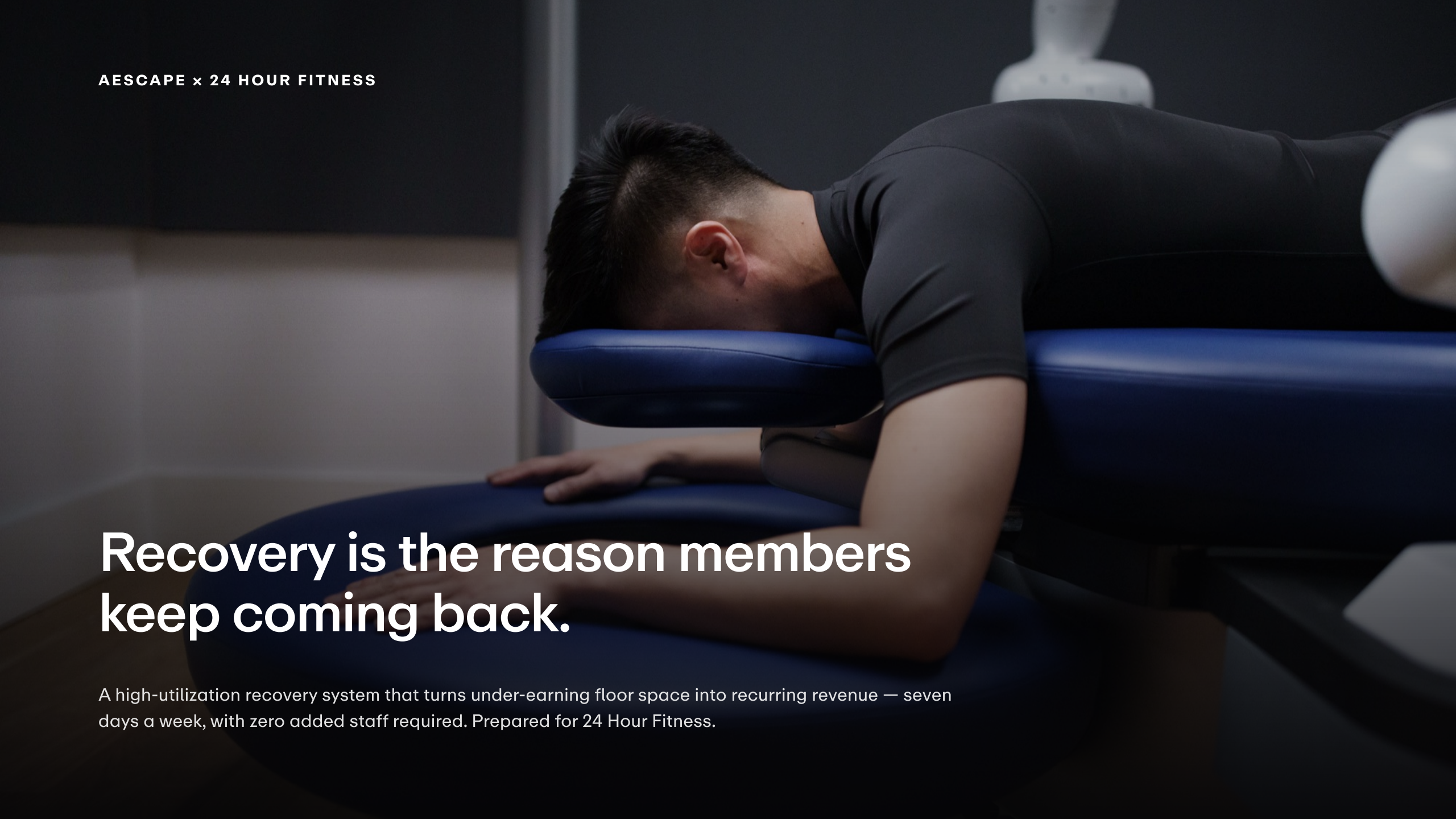


A man with short dark hair, wearing a black t-shirt, is lying face down on a blue massage table. His head is resting on a blue cushioned neck support. His arms are extended forward, and his hands are resting on the table. The background is a dimly lit gym with a white exercise ball visible on the right.

AESCAPE × 24 HOUR FITNESS

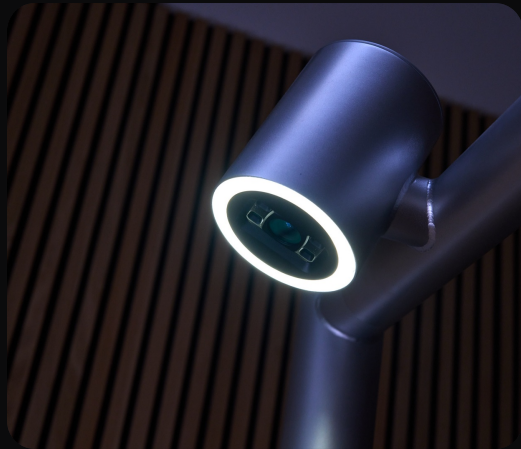
Recovery is the reason members keep coming back.

A high-utilization recovery system that turns under-earning floor space into recurring revenue — seven days a week, with zero added staff required. Prepared for 24 Hour Fitness.

THE PRODUCT · WHAT AESCAPE IS

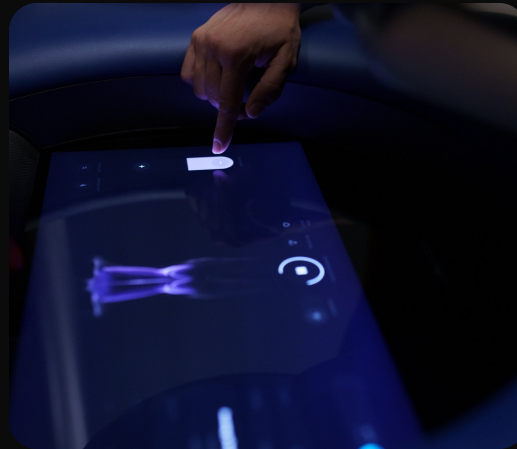
Precision bodywork, personalized every session, consistent for every member.

Aescape maps each member's body and delivers personalized bodywork that adapts in real time — no oils, no scheduling, no provider variability. Seven days a week.



Body mapping

Every session starts with a real-time map of the body — targeted work from the first minute.



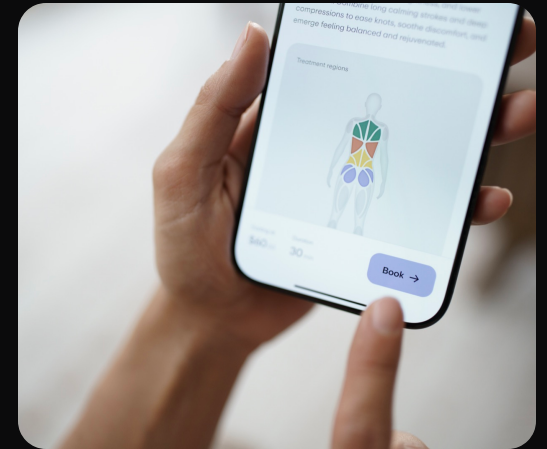
Real-time adaptation

Members tune pressure, focus, music, and visuals throughout. Theirs, every time.



Consistency at scale

Private and self-guided. No oils, no shower — members are back on the floor in minutes.



Results that build

Outcomes improve with regular use and preferences carry over — a real reason to come back.

PROOF · THE AESCAPE NETWORK

Trusted by operators defining modern wellness.

130+

Partner locations coast-to-coast

12K+

Sessions delivered per month

92%

Member CSAT across locations

“Aescape provides a new option that is quick, convenient, effective, and feels great.”

James Gu — Senior Director, Spa, Equinox

EQUINOX · LIFE TIME · MARRIOTT · HILTON · FOUR SEASONS · PAUSE STUDIOS · REMEDY PLACE

AESCAPE × 24 HOUR FITNESS

INTELLIGENT RECOVERY FOR EVERY BODY



WHY AESCAPE

Every other recovery option is an amenity. Aescape is an engine.

Amenities are bought once and depreciate from day one. Aescape is the only recovery system that earns recurring revenue, drives retention through real results, and improves with use — an asset worth more to your business over time, not less.

01

Earns

Members book and pay for it. Recurring revenue from an asset that runs every open hour — with ~99% uptime and a 2-business-day field-repair SLA behind it.

02

Retains

Members come back because they get results they can feel. Recovery engagement becomes a measurable driver of retention and member value.

03

Compounds

Outcomes improve with regular use as each session adapts to the member's body. Results build the longer they stay with it.

An amenity sits in your space. Aescape works for your business — and compounds.

THE FIT · THE NEXT ERA

Built for the next era.

Grounded in 24 Hour Fitness announcements — the January 2026 acquisition and growth plan, and the April 2025 Recovery24 amenity launch.

THE REMODELS

Premium amenities, no buildout

The January 2026 acquisition funds club renovations, new locations, and premium amenities. An Aescape room drops into a remodel in 1–2 days — no construction to schedule around.

RECOVERY24

From amenity to revenue line

Recovery24 already made recovery a pillar of the premium club — spa-inspired zones with compression and massage chairs. Aescape is additive: the anchor members book and pay for, turning committed recovery square footage into per-session and membership revenue.

YOUR RESULTS. YOUR WAY.

Personalization, extended to recovery

Trainers customize the plan; the promise is a result that fits the member. Aescape extends that promise past the workout — every session starts with a body map and adapts in real time to that member, that day.

24GO

Recovery worth tracking

24GO already puts Recovery workouts alongside strength and cardio in members' plans. Aescape gives members a premium recovery session worth tracking — and gives the club a revenue and utilization dashboard on the other side.

THE LANDSCAPE

Built to out-deliver every alternative.

A recovery zone is a stack, not a single choice. The table below is where Aescape adds what passive modalities and staffed bodywork alone can't — precision, data, and a revenue engine.

	AESCAPE	HUMAN BODYWORK	PASSIVE MODALITIES massage chairs · sauna · cold plunge · red light
Consistent every session	●	○	◐
Runs every open hour	●	○	●
No added labor required	●	○	●
Personalized to the body	●	◐	○
Measurable outcomes & data	●	○	○
Recurring, high-margin revenue	●	◐	◐
Scalable	●	○	●

● delivers ◐ partial ○ doesn't

WHERE AESCAPE FITS

Drop it into under-earning floor space.

Aescape turns a corner of the floor you already have into recurring revenue. A few of the places it earns:

- Recovery lounge
- Stretch & mobility zone
- By the locker rooms
- Studio overflow
- Member lounge
- Functional-training edge
- Personal-training floor
- Quiet / wellness room
- Underused floor corner
- Front-of-house feature

Minimal footprint. No buildout.

A standalone system that drops onto your floor — no plumbing, no construction. White-glove delivery and installation included.

FOOTPRINT

8 x 10' floor space

POWER

120V · 4–5 amps · standard outlet

CONNECTIVITY

25 Mbps · ethernet or Wi-Fi

TIMELINE

Ships in 6–8 weeks · white-glove install in 1–2 days

THE MODEL · PARTNER PRICING

Three layers. One partner-friendly commercial model.

Hardware delivers the experience. Platform keeps it performing. Network adds incremental demand on top of your own.

HARDWARE

REQUIRED

One-time. You own it.

A fully integrated recovery system in your space — consistent, personalized bodywork with no added operational complexity.

SAVE \$20,000

\$105,000 List price ~~\$125,000~~

24 HOUR FITNESS PARTNER PRICING

Delivery, white-glove installation, team training, member apparel, and launch marketing assets included — or finance from about \$3,400/mo over 48 months, no money down.

PLATFORM

REQUIRED

Annual. Keeps it performing.

The infrastructure that powers the system and the service that keeps it running — software and content updates, remote support and diagnostics, reporting, and dedicated Partner Success.

SAVE \$10,000

\$10K annually per device

Bundle 5 years of Platform with your purchase and save 20%. 2-year commitment, then renews annually.

NETWORK

OPT-IN

Pay for outcomes.

Incremental, additive demand on top of the demand you already drive — discovery, booking, pricing integrity, and yield, managed by Aescape.

COMING SOON

Pay for Performance

0% on your own demand · 7.5% your members and customers booked through the Aescape app · 15% returning · 30% on first-time Aescape users.

THE MODEL · WORKING TOGETHER

Built to run inside your operation, not on top of it.

You operate it, and it stays simple to run. Aescape maintains the unit. The Network adds incremental demand on top of the demand you already drive.

AESCAPE HANDLES

- Delivery, installation, and setup
- Body mapping and personalized session delivery, every time
- Unit maintenance, ~99% uptime, and a 2-business-day field-repair SLA
- Software updates and recovery content
- Revenue dashboards, Partner Success, and growth playbooks

YOUR TEAM

- Introduce and position Aescape within your offering, in whatever way fits your brand
- Drive local awareness and bookings through your own channels — Aescape supplies the assets
- Set your own session pricing and determine how it fits your membership model
- Decide where it lives on your floor and how you make it available to members
- Track revenue and utilization through the dashboard and adjust as you see fit

THE ECONOMICS

Multiples, not percentages.

Under-earning square footage converted into recurring revenue. Revenue and operating profit per square foot — standard gym floor vs. Aescape.

GYM BASELINE · STANDARD FLOOR		AESCAPE · RECOVERY-AS-INFRASTRUCTURE	
Standard gym floor		Recovery floor	
Revenue / sq ft / year	\$100–125	Revenue / sq ft / year	\$500–1,000 4–6×
Operating profit / sq ft	\$10–19	Operating profit / sq ft	\$200–400 8–10×

Gym figures derived from typical AUV and franchise footprint disclosures; Aescape figures from internal ROIC analysis and require a utilization assumption. Illustrative, not a forecast.

THE SECTOR

Recovery is where wellness spend is going.

\$60B*

Americans' planned spend on health and fitness in 2026

#3†

recovery's rank on ACE's 2026 Fitness Trends list, up from #6 in 2025

~113M‡

workouts supported at 24 Hour Fitness clubs every year — the demand base recovery taps into

* HFA x Kantar survey, Dec 2025 (Athletech News) · † ACE 2026 Fitness Trends list ([acefitness.org](https://www.acefitness.org)) · ‡ 24 Hour Fitness, Jan 2026 announcement (PR Newswire)

THE PATH TO LIVE

From decision to first session.

No buildout, no construction schedule. The system ships in 6–8 weeks, installs in 1–2 days — and we develop the launch playbook with your team, club by club.

6–8 wks

From deposit to delivery

1–2 days

White-glove install, no buildout

8 × 10'

The floor space it needs

01

Site survey

Pick the spot — an 8 × 10' corner with a standard outlet and Wi-Fi. Aescape confirms the space and handles delivery logistics.

02

Install & training

White-glove delivery and installation in 1–2 days, with team training included. No plumbing, no construction.

03

Open to members

Launch assets and member apparel ship with the system. Open bookings at your price, and track revenue and utilization in the dashboard.

NEXT STEP

Bring recovery to your clubs.

MEMBER EXPERIENCE

A recovery offering members book, feel, and return for

CLUB ECONOMICS

Under-earning floor space converted into recurring revenue

SIMPLE TO RUN

Aescape services and updates it — no added staff required

Evan Sigel · Evan.Sigel@aescape.com

AESCAPE x 24 HOUR FITNESS