OBESITY RATES

2000: 30%

2018: 40%
27.5% OF AMERICANS ARE INACTIVE
Get Fit With Macy's
Why Macy’s?
Sales Growth

Q4-15: 2%
Q1-16: -1%
Q2-16: -3%
Q3-16: -5%
Q4-16: -5%
Q1-17: -7%
Q2-17: -4%
Q3-17: -4%
18-30 Years Old Income:

< $50K

- MoneyUnder30

More Affordable
Impressionable Age Group
Social Media
Target Market → Solution → Point System
*150 million users*
FITNESS TRACKER USAGE

50%
<table>
<thead>
<tr>
<th>Time</th>
<th>Meal</th>
<th>Food Description</th>
<th>Calories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>Rice Cakes</td>
<td>Lightly Salted, Quaker, 1 cake - 9 g</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>Banana</td>
<td>Banana, 1 medium banana (126 g)</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>Peanut Butter</td>
<td>Skippy pb, 2 Tbsp</td>
<td>190</td>
</tr>
<tr>
<td>Lunch</td>
<td>Protein Shake</td>
<td>Strawberry Banana</td>
<td>150</td>
</tr>
</tbody>
</table>
Keep track of what you’re eating.

More than 6 million foods in our database.

Breakfast
548

Coconut Milk Yogurt
So Delicious, 1 container
150

Vanilla Almond
Bear Naked Granola, 0.5 cup
240

Blueberries
Naturipe, 0.8 cup (145g)
52

Banana Medium
Fruit, 1 Banana (118g)
105

Peanut Butter Cookie (Luna Bar Gluten Free)
Number of Servings: 1
Serving Size: 1 bar (48 g)
26.0 6.0 9.0 190
Carbs  Fat  Protein  Calories
26.0 6.0g 9.0g 190

Calories
190
Fat
6.0g
Saturated
2.0g
Polyunsaturated
0.0g
Monounsaturated
0.0g
Quickly scan barcodes to add nutrition facts.

Sync automatically with the apps you love.

Our users have lost over 200 million pounds.

Place a barcode inside the viewfinder rectangle in order to scan it.

Michigan Mom Loses 100 Pounds with MyFitnessPal

Yvette Vajnman of Detroit, MI is like most moms—so busy she barely has time to think about herself. But when she stepped on a scale and watched the number climb to nearly 200 pounds, she knew something needed to change. "I was miserable, I was crying, I felt like I was dying..."
LINKING THE TWO APPS
DRIVING TRAFFIC TO BOTH APPS
WHY DOWNLOAD BOTH APPS?

★ Technology usage
★ Free apps
★ Discounted clothes
★ Healthier lifestyles
BENEFITS OF THE APP

★ PROMOTES A HEALTHY LIFESTYLE

★ KILLING 2 BIRDS WITH 1 STONE
OUTCOME

MASSIVE INCREASE IN THE USAGE OF THE MACY’S APP
Successful Rewards System

Sephora

Beauty Insider Rewards
Why It Would Work

★ Costs 5-25X more
★ Existing customers spend 67% more than new ones
Combination Price

★ Combining apps: $75,000-$100,000

★ Maintenance fees: 15-20% of the cost it takes to combine the apps
Earn-to-Redeem System

Athleisure Purchases  Exercise
End of Year Loyalty Rewards

★ Top 5 customers get a trip to New York for exclusive deals
★ Gain access to larger discounts depending on the tier the consumer is in
★ Exclusive deals on activewear
84% CHOOSE RETAILERS WITH PROGRAMS

59% REWARD PROGRAM CURRENTLY IN PLACE

SHOPIFY
66% CHANGE THEIR BUDGETS

73% MORE LIKELY TO RECOMMEND BRANDS

2016 BOND LOYALTY REPORT
INCREASE VALUE & ROI
Creating a Movement with Get Fit With Macy’s
Family Company
The Great Brands Macy’s Offers

Champion

Nike

Adidas

Reebok

The North Face

Puma

Fila

Under Armour

Calvin Klein
Continuing the Growth

Consistency

Is

Key
Macy’s Marketing Power

74% of people turn to social networks for guidance on purchase decisions.
Targeting a Market for the Long Run

★ Help young professionals get fit and stay fit
★ This movement is universal, everybody and everyone can easily fit in someway with Macy’s

#GETFITWITHMACYS  Creating a movement
Targeting Athletic Influencers
Alexa Jean Fitness

Mom

Inspiration

Body Positivity
#GFWM

- EARN POINTS
- GET INSPIRED
- TRACK PROGRESS
INFLUENCER MARKETING
GET FIT WITH MACY’S