Runtastic
Company Overview
OCTOBER 2018
OUR VISION

We want every individual to live a more aware and active lifestyle with Runtastic, leading to a longer, happier life!
EACH DAY WE HAVE 150,000 NEW DOWNLOADS

WE HAVE MORE THAN 136M REGISTERED USERS

WE BOAST OVER 259M TOTAL APP DOWNLOADS

WE HAVE MORE THAN 5.4M FANS AND FOLLOWERS
OUR 2018 KEY MARKETS

TOP MARKETS

Dedicated in-house marketing & communication resources for Central & Southern Europe (GER, FRA, ESP, ITA, AUT, SUI), United States, Korea, Japan, China, Taiwan, Russia, India, and Brazil.

ADDITIONAL MARKETS

Dedicated communication resources for the Netherlands & Belgium, Turkey, Poland, Czech Republic, South & Central America, Canada, and Australia.
Runtastic is a leader in the digital health and fitness space and provides a comprehensive app portfolio for tracking and managing health and fitness data, as well as curated content.

Our goal is to educate, motivate and help people to become more aware of their current daily habits, improve their fitness and live a happier, healthier life.
RUNTASTIC BY THE NUMBERS

- We are 4 founders
- We are 8 years old
- We were profitable after just 20 months
- We are 245 employees
- We come from 42 countries
- We have 3 offices in Linz, Vienna and Salzburg
- Our products are available in 15 languages
- We are 1 team with a shared vision
One thing that really sets Runtastic apart is our huge diversity when it comes to localization.

As an international company, we offer our products and services in up to 15 different languages in order to provide more value to the users.

These languages include: English, German, French, Spanish, Italian, Portuguese, Japanese, Simplified Chinese, Traditional Chinese, Korean, Russian, Dutch, Turkish, Polish and Czech.
Runtastic Apps

World-famous, award-winning health and fitness apps, developed in the Austrian city of Linz
OUR PORTFOLIO
A HOLISTIC APPROACH TO HEALTH & FITNESS

Runtastic offers users a comprehensive and easy-to-use portfolio of health and fitness apps.

Why? Because we want to serve our users wherever they are on their fitness journey, and help them develop better awareness of how they are living by tracking their activities, learning more about fitness and nutrition, and improving their daily habits.

#Runtastic #LiveLong
Core Apps

A holistic approach to fitness: cardio, bodyweight training, nutrition and daily habits
Keep fit and boost your performance with cardio training

Shape up and strengthen your body with bodyweight training

Learn to eat healthy, live healthy, and reach your weight goal

Get active by walking more in your everyday life
Keep track of all your runs and fitness activities with our flagship app, Runtastic. Boost your performance with training plans, interval training, and get detailed stats. Draw motivation from LIVE cheering, groups and leaderboards, or set yourself a yearly running goal.

DOWNLOAD NOW
Shape up and stay fit with bodyweight training. Get your custom training plan as well as a wide variety of workouts and 180+ HD exercise videos. Use the Workout Creator for targeted workouts, and boost your success with the included Health & Nutrition Guide.
Get more active in your everyday life with Steps. Track your daily steps, active minutes and calories burned to stay fit and healthy by simply moving more. Targeted walking plans help you lose weight by walking, or increase your daily activity step by step.
You are what you eat: **develop healthy eating habits** by keeping track of your nutrition with a **food diary**. See your daily calorie balance and learn what’s in your food. Choose from a variety of **targeted nutrition plans** to **lose weight**, build muscle, follow a balanced diet, etc.

**DOWNLOAD NOW**
NEWS FEED
MOTIVATION & INFORMATION

- Read up on interesting health, fitness and nutrition **content** (updated regularly)
- See what your friends are up to and draw **motivation** from their activities
- **Get social**: like, comment and inspire others
- Available in all four core apps
Satellite Apps

Complement your training:
focused workouts, improved sleep, recipes and more
<table>
<thead>
<tr>
<th>Satellite Apps</th>
<th>Complement Your Fitness Routine</th>
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</thead>
<tbody>
<tr>
<td>Push-Ups, Sit-Ups, Pull-Ups, Squats</td>
<td>Push yourself to set new personal records</td>
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<tr>
<td>Six Pack, Leg Trainer, Butt Trainer</td>
<td>Get toned by focusing on certain body parts</td>
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<tr>
<td>Road Bike, Mountain Bike</td>
<td>Track all relevant metrics of your road &amp; mountain bike rides</td>
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<td>Sleep Better</td>
<td>Get insights about and boost your sleep quality</td>
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<td>Heart Rate</td>
<td>Measure your heart rate anywhere, anytime</td>
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<td>Timer</td>
<td>Set handy timers for workouts &amp; more</td>
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<td>Runtasty</td>
<td>Try out easy recipes for a healthy, balanced diet</td>
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<tr>
<td>Altimeter</td>
<td>Check out your altitude when out and about</td>
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Runtastic.com

Get detailed stats and personal records, and connect with our inspiring community.
WHAT IS RUNTASTIC.COM

- Health and fitness home of the Runtastic portfolio
- Personal overview: Activity data, training log, personal records, advanced statistics and analysis
- Find friends and enjoy a supportive community of over 130 million fitness enthusiasts
Premium Membership

For the most motivated folks, our benefit-rich subscription is where it’s at
WHAT IS PREMIUM

- Paid membership and exclusive community
- Enjoy additional features and benefits on Runtastic.com and directly in your apps
- Why? Premium Members are 3x more active and successful.

JOIN US TODAY
PREMIUM MEMBERSHIP
KEY BENEFITS

- Records and Personal Bests
- Personal Cheers and Motivation
- FREE Training Plans and Story Runs
- Weekly Fitness Report
- Advanced Stats & Analysis

... and many other great benefits!
PREMIUM BENEFITS
TRAINING & NUTRITION PLANS

Premium Members have access to a wide variety of dynamic training plans adjusted to their fitness level and personal goals, whether it is performance, weight loss or muscle toning:

- Running (from 5K to marathon)
- Walking
- Bodyweight training

They are complemented by a series of nutrition plans, designed to help users lose weight, build muscle, follow a balanced diet and more.
Story Running

Running is boring? Not at all!
Let us entertain you...
RUNTASTIC STORY RUNNING

- A whole new way to run: get drawn into a different world
- Become the protagonist of captivating adventures and educational essays
- Underlying interval training and subtle pace changes
- Story Runs available in various categories: adventure, fantasy, travel, motivation, weight loss, sci-fi, inspiration, coaching and special collaborations
- Created by an international team of storytellers, musicians and sound technicians

Runtastic.com/storyrunning
Runtastic Content

The gap between knowing and doing can be massive. That’s where great content comes into play.
RUNTASTIC CONTENT CHANNELS

- **EMAIL NEWSLETTERS**
- **PUSH MESSAGES**
- **RUNTASTIC BLOG**
  - 6 million unique users/month
- **SOCIAL MEDIA CHANNELS**
  - 34 million reach/month
- **YOUTUBE FITNESS CHANNEL**
  - 500k views/month
RUNTASTIC CONTENT
NEWSLETTERS & PUSH MESSAGES

- Interesting articles, tips, and tricks on all things health & fitness
- Healthy recipes and nutrition advice
- Info on new apps and features
- Special offers for our users
RuntaStic Content

Blog

- Available in 6 languages
- High-quality content for our users:
  - supplements our products
  - acts as a standalone product in the Runtastic portfolio
- Cooperation with guest bloggers in various fields

Check it out
RUNTASTIC CONTENT

SOCIAL MEDIA

- Facebook
- Instagram
- Twitter
- YouTube
- G+
- LinkedIn
SOCIAL MEDIA
FACTS & FIGURES

4,225,826
Facebook Fans

406,059
Instagram Followers

105,531
Twitter Followers
B2B

Teamwork makes the dream work.
We keep companies and their customers fit.
B2B FIELDS

CORPORATE HEALTH
We encourage companies and their employees to live an active and aware lifestyle because we believe that getting fit together drives company success.

CONSUMER ACTIVATION
We support companies to activate their customers and boost both customer engagement and the brand’s reputation.

GOVERNMENTAL
We offer platforms for governmental entities to motivate citizens or employees to get active and stay motivated.
B2B PRODUCTS

RUNTASTIC PREMIUM MEMBERSHIP

DIGITAL PLATFORMS with:
* Monthly challenges
* Social wall
* Leaderboard
* User benefits
* Interesting articles