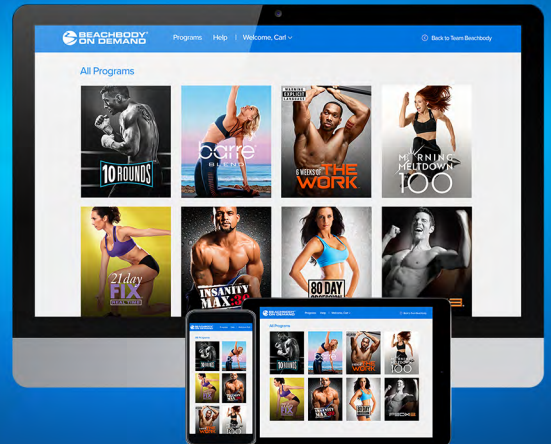


Beachbody On Demand®



What is Beachbody On Demand?

Beachbody On Demand (BOD) is the only streaming platform that combines fitness, nutrition and support all in one place so that members have everything they need to help them get results fast and achieve their health and fitness goals.

BOD has fitness programs for any body type or level. Members can choose from a library of over 1,400 workouts or follow results-proven fitness programs such as Barre Blend, 6 Weeks of the Work, Morning Meltdown 100, LIIFT4, 21 Day Fix and more. Each workout is led by Super Trainers that have helped millions of people get results, such as Autumn Calabrese, Joel Freeman, Jericho McMatthews, Shaun T and Tony Horton. Along with streaming access to each workout, members also have access to step-by-step program guides, meal plans, workout calendars and progress trackers.

BOD provides tools to make eating healthier easier with dozens of easy-to-follow and customizable meal plans, hundreds of delicious recipes, and nutrition channels such as FIXATE—a cooking show that teaches members how to prepare hundreds of delicious, portion-controlled meals and snacks.

BOD is also home to BODgroups—an exclusive, community-based platform that helps people stay motivated, accountable and connected throughout their fitness journey. BODgroups is available to anyone with a free Team Beachbody account looking for a direct line to their personal Coach and workout buddies, no purchase necessary.

How does Beachbody On Demand work?

Members can choose programs by fitness level, exercise type, or time, and stream them right to their web-enabled TV, laptop, tablet, or smartphone. Members get digital access to program guides, meal plans, and workout calendars, so they can get on the path to great results right away. Members can also purchase VIP Early Access to new programs before they hit the member library, or nutrition programs such as Ultimate Portion Fix and 2B Mindset. Beachbody On Demand is always being updated with new programs and exclusive content.

Through the BOD app, users can engage with their personal Coach and connect with workout buddies through BODgroups. They can also keep track of their progress by logging daily workouts, Shakeology, nutritionals, and water intake, as well as their weight, measurements, and progress photos.

How do I access Beachbody On Demand?

To access Beachbody On Demand on a laptop, tablet, or smartphone, go to BeachbodyOnDemand.com. Members can also stream Beachbody On Demand through a TV using Apple TV, Roku, Amazon Fire TV, and Chromecast, or via the Beachbody On Demand app for iOS and Android. Apple Watch users can stream their workouts on their iPhone or iPad, and Apple Watch will project real-time heart rate and caloric burn on those screens.

What comes with a Beachbody On Demand membership?

FEATURES AND BENEFITS	
FEATURES	WHAT'S THE BENEFIT?
Results-proven fitness programmes	Stream world-class fitness programs for every fitness level, complete with program materials, fitness guides and workout calendars.
Daily activity and progress tracking	Log your workouts, Shakeology, nutritionals, and water intake as well as your weight, measurements and progress photos.
Healthy nutritional tools and resources	Access dozens of easy-to-follow, customizable meal plans, hundreds of delicious recipes and meal prep tips, stream videos from our healthy cooking show, FIXATE®, and get recipe videos and insights from nutrition experts on the Shakeology Channel.
Free support and community	Get support from your Team Beachbody Coach and their private online community so you can stay engaged, accountable and motivated to help you stay on track with your health and fitness goals. To learn more about BODgroups, click here .
Streaming access from multiple devices	In addition to the web, you can access Beachbody On Demand through your TV using Apple TV, Roku, Amazon Fire TV, and Chromecast, or download the Beachbody On Demand app for iOS and Android.

What are the Beachbody On Demand membership options?

There are 3 membership options to choose from:

MEMBERSHIP	US PRICE	CA PRICE	UK PRICE	FR PRICE
3-month[†]	After a 14-day free trial, \$39 USD billed quarterly in advance	After a 14-day free trial, \$49 CAD billed quarterly in advance	After a 14-day free trial, £39 GBP billed quarterly in advance	After a 14-day free trial, €45 EUR billed quarterly in advance
6-month[†]	\$59 USD every 6 months	\$69 CAD every 6 months	£59 GBP every 6 months	Not Available
12-month[†]	\$99 USD annually	\$119 CAD annually	£99 GBP annually	€115 EUR annually

[†]Your customer's Beachbody On Demand membership will automatically renew upon expiration for the same term selected at the same price, until they cancel. Your customer may cancel anytime by going to My Orders on TeamBeachbody.com or contacting us by visiting BeachbodyAccount.com.

Pair with premium nutrition for your best results at the best value

To make real change happen, you need a foundation of good nutrition. That’s why we created Challenge Packs—a bundle of products custom-designed to support your health and fitness journey so you can see results even faster and at the best value! In addition to getting a membership to our world-class fitness and nutrition programs as well as access to your own personal Coach, Beachbody On Demand Challenge Packs include Shakeology—a meticulously crafted and rigorously tested superfood shake that is a powerful blend of protein, probiotics, digestive enzymes, antioxidants, and vitamins to help fill gaps in your diet and nourish the complex needs of your body, helping you feel better and do more every day.†

Challenge Packs also let you save BIG. For example, with the Annual BOD Shakeology Challenge Pack, you get a 30-day supply of Shakeology, annual Beachbody On Demand membership, digital nutrition programs Ultimate Portion Fix and 2B Mindset, a Shakeology Shaker Cup and Beachbody® Guide to Nutrition. In the US, when each item is bought separately, this pack would retail for over \$412 but when bought as a Challenge Pack, you save over \$250. To see what savings would be for Canada and UK, please see below.

	US		CA		UK	
	Standalone Price	Shakeology Challenge Pack	Standalone Price	Shakeology Challenge Pack	Standalone Price	Shakeology Challenge Pack
Shakeology (30-Day Supply)	\$129.95	\$129.95	\$155.95	\$155.95	£108.29	£108.29
Annual Beachbody On Demand Membership	\$99.00	\$30.05	\$119.00	\$30.05	£99.00	£51.71
Ultimate Portion Fix & 2B Mindset Plus, first 30 days of Nutrition+	\$148.00	\$0.00	\$179.00	\$0.00	£148.00	£0.00
Shakeology Shaker Cup	\$6.95	\$0.00	\$8.95	\$0.00	£6.95	£0.00
Beachbody Guide to Nutrition	\$20.00	\$0.00	\$24.00	\$0.00	£16.67	£0.00
Estimated Postage & Packaging	\$8.95	\$2.00	\$14.95	\$4.00	£9.45	£3.00
	\$412.85	\$162.00	\$501.85	\$190.00	£388.36	£163.00
	SAVE \$250.85 Save over \$250 with a Challenge Pack		SAVE \$311.85 Save over \$310 with a Challenge Pack		SAVE £225.36 Save over £225 with a Challenge Pack	

If you are looking to pair your BOD membership with supplements that are clinically tested to help you have more energy and work harder, we have Performance Packs that include Beachbody Performance Supplements to help you get the best possible results from your fitness programs.** Or get the best of both worlds with our Deluxe Challenge Packs, featuring both Shakeology and Beachbody Performance supplements. To shop Beachbody On Demand Challenge Packs, [click here](#).

With Beachbody On Demand Challenge Packs, your customer’s Beachbody On Demand membership will automatically renew and they will be enrolled in Shakeology and/or Beachbody Performance subscriptions with monthly repeat deliveries until they cancel. See your country’s price list for details. They can cancel their Beachbody on Demand membership, Shakeology, and/or Beachbody Performance subscriptions at any time through their Beachbody account. Please note: Challenge Packs are currently only available in US/CA/UK. For France, we offer the Pre-Launch Pack; for more information, please see the [BOD France Product Training Guide](#).

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
 †Contains caffeine, which enhances mental alertness during intense muscular activity.
 ‡Vitamins C, B6, and B12 contribute to normal energy-yielding metabolism.

RETAILING TIPS	
WHO TO TARGET	WHY BEACHBODY ON DEMAND?
People who are looking to get fast results through fitness and nutrition	Beachbody On Demand is home to results-proven programs like 21 Day Fix and Transform:20 that are designed to make short-term health and fitness simple and achievable.
Exercise enthusiasts looking to take their overall fitness and performance to the next level	Beachbody On Demand features world-famous fitness programs like P90X, INSANITY, and Body Beast and 6 Weeks of THE WORK—each one proven to deliver serious results right at home.
People with long-term fitness goals looking to jumpstart a healthy lifestyle	Beachbody On Demand has programs like 80 Day Obsession and Morning Meltdown 100 for people who are looking to commit to a longer period of time to help them reach their health and fitness goals.
People who love the energy of dance and group workouts	From beginner workouts like YOUv2, Country Heat, and Brazil Butt Lift, to more advanced choreography like CIZE and TurboFire, there’s a program to match every skill level that delivers great results.
People who like to do a variety of workouts	Beachbody On Demand has everything from the basics like strength, cardio and ab workouts, to specialised training like tabata, HIIT, mixed martial arts, dance, barre, bootcamp, yoga and many more, so there is always something to choose from.
People searching for nutritional guidance on how to make healthier decisions	Beachbody On Demand allows members to choose a meal plan that fits their goals and their fitness program. Plus FIXATE—a cooking show available exclusively to members which shows how to prepare dozens of delicious, portion-controlled meals and snacks.
People who need support and motivation to go along with their workouts	Beachbody On Demand gives users a platform to connect with a free personal Coach and their private online community of people who all want the same thing—to be healthy and get results.