



ALO YOGA x FRED FITNESS

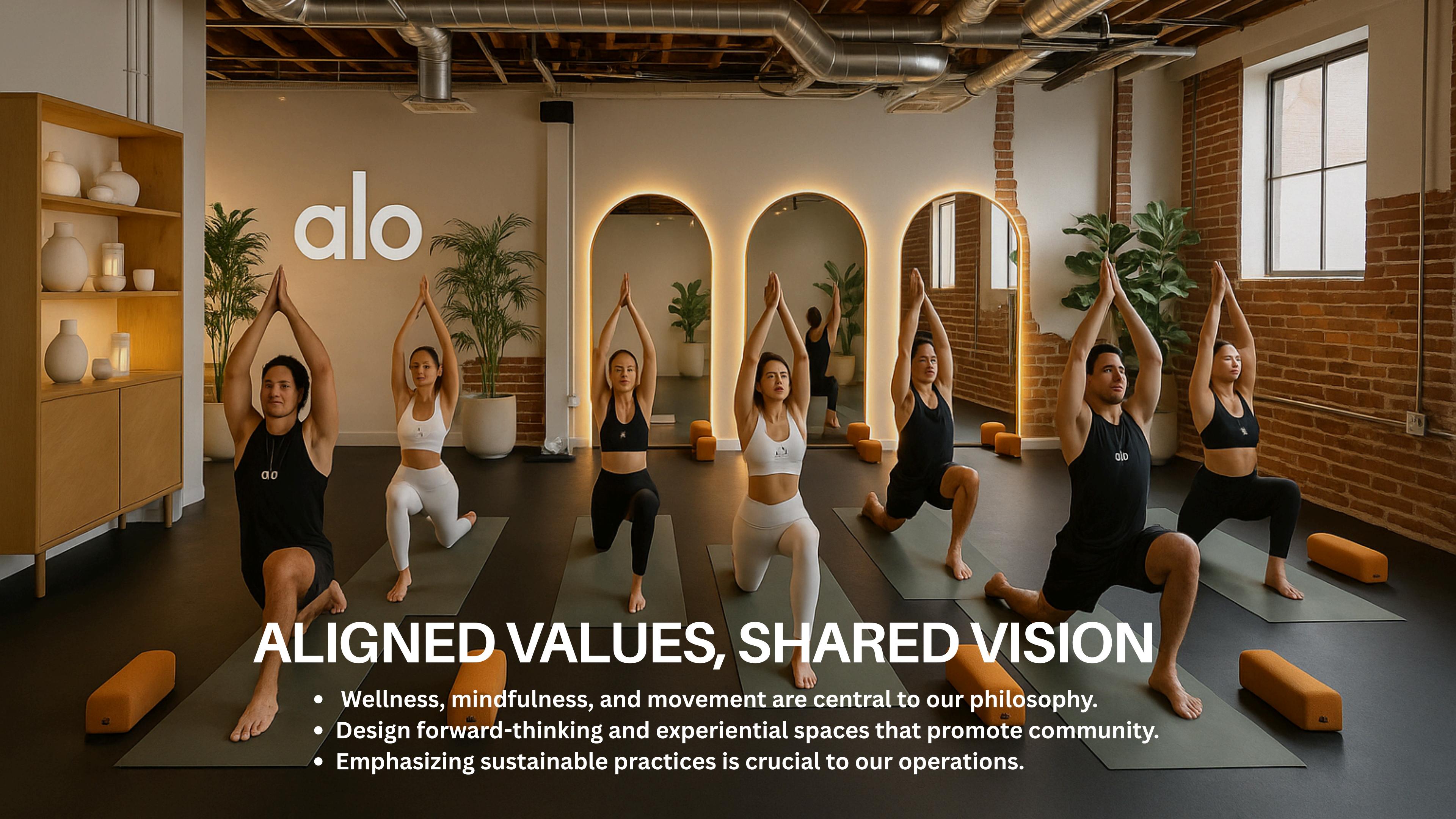
A DESTINATION FOR MOVEMENT & MINDFULNESS

The background image shows the interior of a modern yoga studio. The walls are made of reddish-brown brick. In the foreground, several grey yoga mats are arranged in a grid pattern on the floor. In the center, there is a wooden shelving unit displaying folded white and grey towels. To the right, a black long-sleeved shirt with the 'alo' logo is hanging on a wooden rack. A sign on the right side of the image reads 'VOCA' in large letters, with smaller text below it: 'YOGA', 'FOOD', 'WATER', 'CLOTHING', and 'ALO'.

alo

WHERE STRENGTH MEETS STILLNESS

Fred Fitness: The World's First Smart Gym stands at the forefront of innovation, design, and community engagement. As we prioritize our community focus, we are excited to start incorporating classes and clubs into our programming. Currently, we do not offer a yoga program, presenting a unique opportunity to introduce a premium yoga experience powered by Alo.

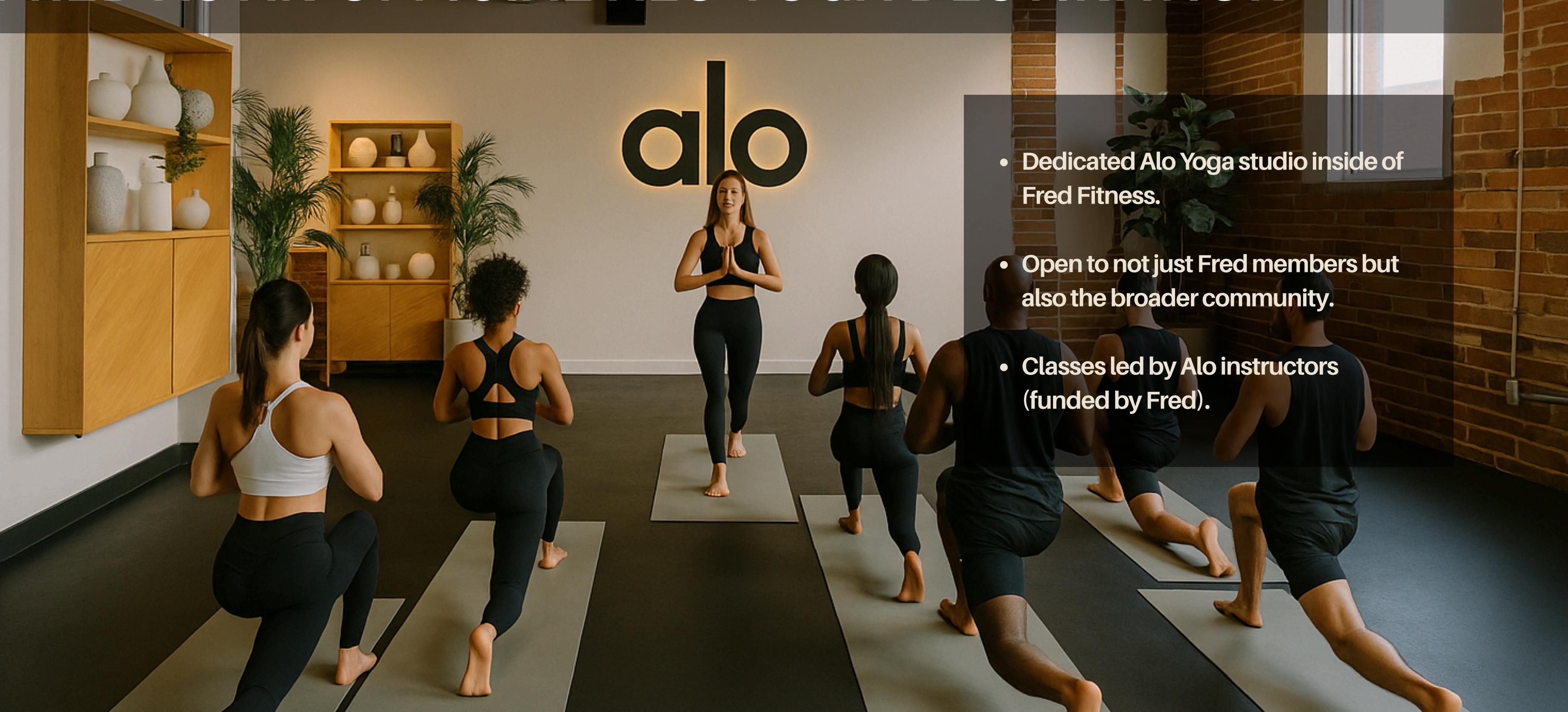


ALIGNED VALUES, SHARED VISION

- Wellness, mindfulness, and movement are central to our philosophy.
- Design forward-thinking and experiential spaces that promote community.
- Emphasizing sustainable practices is crucial to our operations.

The Concept

FRED AS AN OFFICIAL ALO YOGA DESTINATION



- Dedicated Alo Yoga studio inside of Fred Fitness.
- Open to not just Fred members but also the broader community.
- Classes led by Alo instructors (funded by Fred).

SPACE & DESIGN



Fred Fitness offers two stunning spaces perfectly aligned with Alo's design-forward aesthetic—making them the ideal setting for Alo-branded yoga classes.

EXPANDING THE ALO LIFESTYLE

- ALO APPAREL AND PRODUCT RETAIL INTEGRATED INTO THE SPACE.
- OPPORTUNITIES FOR LIMITED COLLAB MERCH.
- SPACE DESIGNED FOR YOGA, MEDITATION, WORKSHOPS AND EVENTS.



FRED COLLECTIVE

The Fred Collective is a community of leading wellness, fitness, and lifestyle brands coming together to redefine what a modern health destination can be. Current partners already include Burke Williams, Therabody, and SiPhox Health, with more visionary collaborations on the horizon.

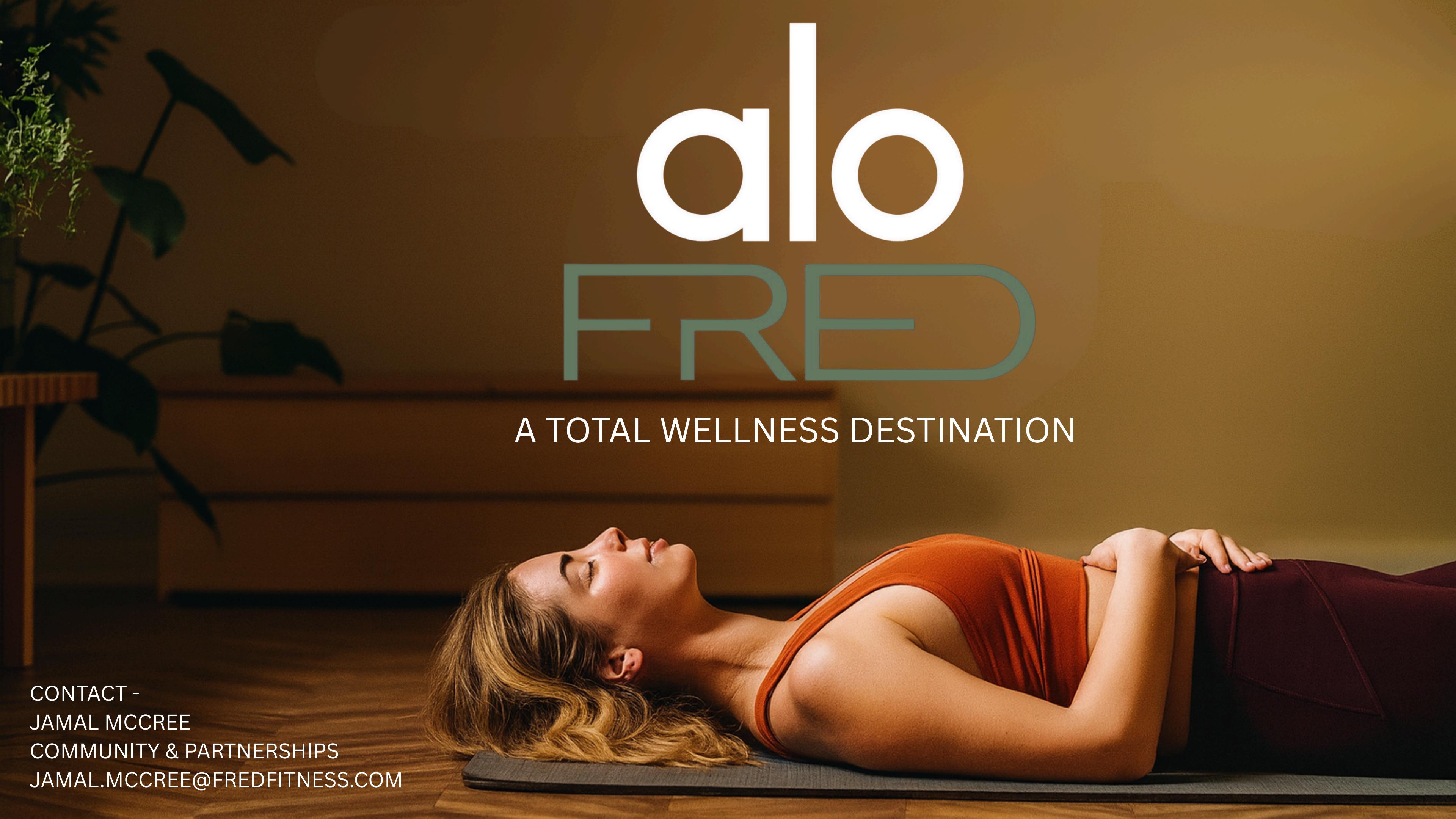
alo

Burke Williams

Therabody

Si Phox





alo
FRE

A TOTAL WELLNESS DESTINATION

CONTACT -
JAMAL MCCREE
COMMUNITY & PARTNERSHIPS
JAMAL.MCCREE@FREDFITNESS.COM