



Q3 2019 Earnings Release
Supplemental Material



Jim Barr Observations

Nautilus has many strengths to be leveraged

- Strong brands: Bowflex, Schwinn, Nautilus and Octane Fitness
- Over 30 years of innovative design and quality
- Excellent choice
 - Modalities – solutions for everyone
 - Attainability – variety of price ranges
 - Methods to Buy – Direct, Retail and Commercial
- Talented and dedicated employees driving toward our mission of fitness solutions for all
- Our JRNY™ digital platform and continuing traction in the connected fitness space

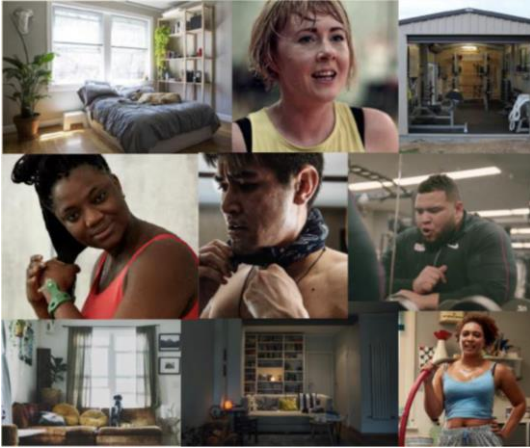


Jim Barr - CEO



Bowflex Advertising Campaign

Stronger Every Day™



Real People – Relatable Spaces



Everyday Heroes

A CAMPAIGN THAT IS DESIGNED TO MOTIVATE

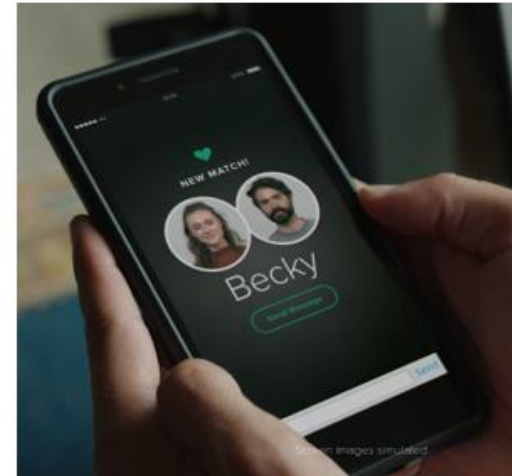
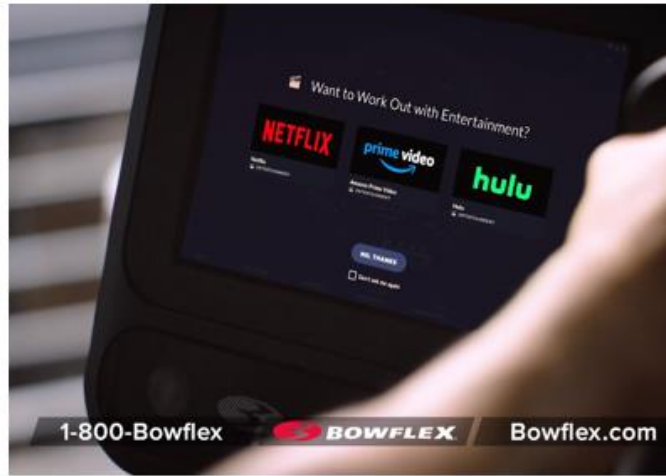
By understanding motivation, Bowflex helps people adopt and maintain long-term healthy habits and achieve their fitness goals

This understanding informs how we design our products and services, so it should also inform how we communicate, from how we look to how we speak and the stories we tell

Advertising Creative in Market

A range of ads in rotation that reinforce our “Stronger Every Day” positioning and show key features:

- This Body
- Love Journey
- Killer Connectivity
- Start of a Journey





Product Launches

Our Latest Product Launches



Bowflex Max Total



Bowflex Kettlebell



Bowflex C6 Bike



Schwinn IC4

Bowflex Max Total



Our first fully integrated
touch screen experience

Max Total™ delivers the JRNY™ digital
platform on our most successful modality

Touch Screen Display
Customized Guided Workouts
Friendly Video Coaching & Motivation
Upper Body Engagement
Explore the World

JrnyTM Digital Platform

The Next Generation of Connected Fitness

When we launched Max Intelligence, our goal was to equip our customers with a smarter, more intelligent workout; a workout that adapted to their unique abilities and created a truly personalized experience

As we gathered learnings on Max Intelligence, we discovered that this personalized coaching technology is far more effective at guiding our customers toward success in their fitness **journey** than we had ever imagined



JrnyTM Digital Platform



Features

Customized workouts generated by artificial intelligence

Coaching to keep you motivated

Explore the WorldTM videos to keep you engaged

Trainer led videos to get you started

Bowflex Radio – music you love to workout with

Entertainment options to keep you working out longer

JRNY™ Digital Platform

How it works

JRNY™ combines sophisticated fitness and content AI engines, and a proprietary algorithm that leverages your real-time workout metrics

Through an initial fitness assessment and predictive analytics, the AI-driven platform tracks and collects data from your previous sessions, learns your capabilities, and customizes workouts every day to help you achieve long-term success

In addition, JRNY™ is capable of assessing your fitness data to serve up appropriate trainer-led videos and educational content, with JRNY™ working to gather real-time workout metrics in the background



Bowflex Treadmills

Updated for **JRNY™** Compatibility

Our Bowflex T116 and T216 Treadmills are now JRNY™ Compatible

We have customized the JRNY™ experience to include treadmill specific benefits:

- Individualized Custom Runs

- Real Time Feedback

- Virtual Coaching

- Explore the World™

- Bowflex Music



Bowflex C6 Bike



Connected Fitness Now on A Bowflex Bike

The Bowflex C6 IC Bike is the first bike from Bowflex and is grounded in our 30 years of indoor cycling experience

Bowflex C6 is designed to allow you to choose the digital experience you prefer

Bowflex C6 is compatible with over a dozen digital platforms delivering open platform freedom and an alternative to expensive cycling solutions

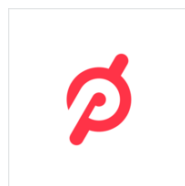


Schwinn IC4 / IC8

Schwinn IC Bike Line Expansion

Schwinn IC4 launch introduces Schwinn quality into the premium indoor cycle price point of \$799

Schwinn IC 4 is compatible with over a dozen digital platforms including our proprietary Explore the World™ app



Schwinn 810 Treadmill

Schwinn Treadmill Expanded Product Selection

The Schwinn 810 Treadmill is the affordable, indoor cardio solution designed to keep you active and built for the journey ahead.

Featuring a backlit LCD screen, 16 intuitive workout programs, a 20" x 55" running path, and a SoftDrop™ folding design for easy storage, the 810 offers quality, affordability, and will soon include compatibility with Explore the World™



Bowflex Kettlebell



Industry Leading Platform - Expanded

Bowflex SelectTech® Dumbbells revolutionized the dumbbell category and remains a top selling product today

Bowflex 840 Kettlebell extends that innovation into the popular kettlebell category at an affordable price point



552 DUMBBELLS

★★★★★ 4.8

5–52 lbs

Most Popular



560 DUMBBELLS

★★★★★ 4.5

5–60 lbs

Bluetooth Enabled



1090 DUMBBELLS

★★★★★ 4.7

10–90 lbs

Higher Weight Range



840 KETTLEBELL

★★★★★ 4.9

8–40 lbs

Ultimate Versatility

Octane Fitness Product Launches

Octane Fitness innovation continues

We launched multiple new products under the Octane Fitness brand in 2019

We are very excited to launch the Octane Ro™ rower in December

Ro represents our first entry into the growing commercial rowing market



MT8000
Feb 2019



X-Ride
April 2019



Color change
Feb 2019



Apple
GymKit™
Oct 2019



LG Integrated TV
Dec 2019



Ro
Dec 2019



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