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MINDBODY Research Reveals the Strongest Wellness Markets in America

The MINDBODY Wellness Index shows high number of Americans engaged in wellness activities

San Luis Obispo, Calif. – January 3, 2019– [MINDBODY, Inc.](#) (NASDAQ: MB), the leading technology platform for the fitness, beauty and wellness services industries, today released the [MINDBODY Wellness Index](#), a first-of-its-kind research study ranking the overall strength of the top 50 major wellness markets in the U.S. through a comprehensive analysis of consumer attitudes and behaviors together with wellness business performance.

“We set out to create an index that takes a detailed look at the overall wellness marketplace in America’s largest cities,” said Rick Stollmeyer, MINDBODY CEO and co-founder. “The insights from our first survey are fascinating. It shows the wellness market is strong overall, but there is still plenty of room for growth. For example, the Washington D.C. area reports that only 40 percent of residents rate fitness as a priority.”

The findings reveal that less than half of Americans report a desire to prioritize fitness in their lives, and that time and cost are the leading barriers to leading and maintaining a healthy lifestyle.

“The wellness industry is poised for growth and based on our research there is clearly enormous opportunity for wellness products and services to expand in the years ahead,” said Stollmeyer. “Even the strongest wellness markets in our index hold room for improvement. Our goal is to continue helping people across America lead healthier, happier lives by connecting them to the wellness services that matter most to them.”

The MINDBODY Wellness Index identified Austin-Round Rock, Tex. as the strongest wellness market among the Top 50 Major Metros, with Riverside-San Bernardino-Ontario, Calif. as the weakest.

Top 10 Strongest Wellness Markets in America as measured by the MINDBODY Wellness Index

- 1. Austin-Round Rock, TX**
- 2. San Francisco-Oakland-Hayward, CA**
- 3. Raleigh, NC**
- 4. Denver-Aurora-Lakewood, CO**
- 5. Boston-Cambridge-Newton, MA-NH**
- 6. Los Angeles-Long Beach-Anaheim, CA**
- 7. Tampa-St. Petersburg-Clearwater, FL**
- 8. San Jose-Sunnyvale-Santa Clara, CA**
- 9. Salt Lake City, UT**
- 10. San Diego-Carlsbad, CA**

About the MINDBODY Wellness Index

The MINDBODY Wellness Index ranks the overall health of the top 50 metropolitan statistical areas (MSA) in the United States. It encompasses the supply side (business success factors for fitness, beauty and wellness businesses) and the demand side (or consumer health behaviors and attitudes). Business

success factors were culled from the MINDBODY marketplace and third-party data from sources such as the U.S. Census, Google and other business listing services. Consumer behaviors and attitudes were gathered from a survey of 16,412 individuals across the U.S. who took part in an online survey between October 26 and November 12, 2018. For more information about the factors used to calculate these rankings, and for the full report, visit <https://www.mindbodyonline.com/resources/wellness-index-2019?gate=yes>.

About MINDBODY

MINDBODY, Inc. (NASDAQ: MB) is the leading technology platform for the fitness, beauty and wellness services industries. Local entrepreneurs worldwide use MINDBODY's integrated software and payments platform to run, market and grow their businesses. Consumers use MINDBODY to more easily find, engage and transact with fitness, wellness and beauty providers in their local communities. For more information on how MINDBODY is helping people lead healthier, happier lives by connecting the world to fitness, beauty and wellness, visit mindbodyonline.com.

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