

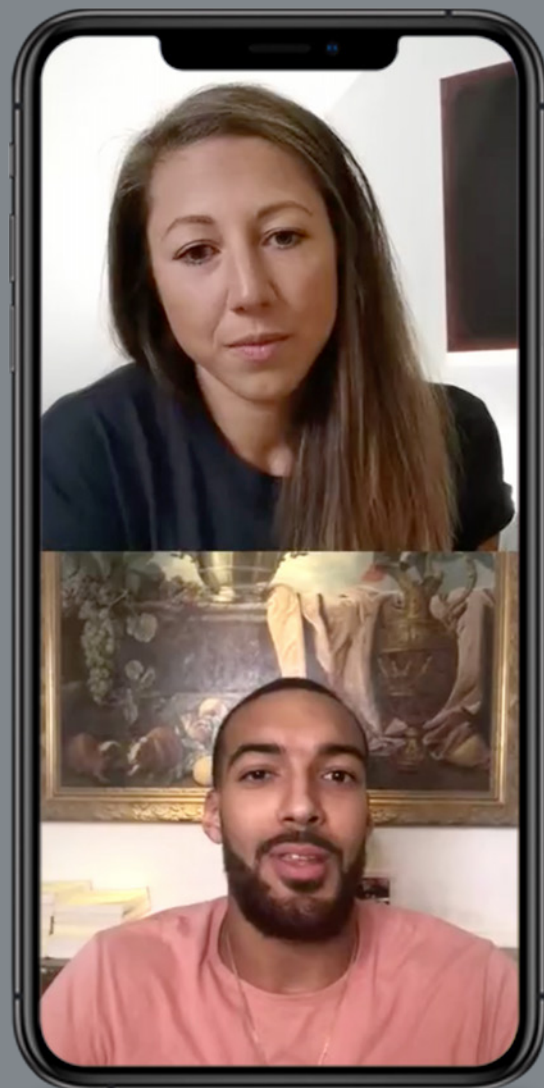
INTENZA NOW

now

ELIEN JANSSEN X RUDY GOBERT
INTENZA AMBASSADORS SPOTLIGHT

Intenza Collective /

Creating a personal experience, not an advertisement, Intenza is a brand invested in each other's success. Intenza Collective is our community of brand ambassadors. Through living the brand, they inspire, educate and connect us to communities around the world. Based on truly authentic relationships we work with those individuals, amateur and professional, who believe in the power of many, or as we believe—you, me, we. Our promise is to support the training efforts of these amazing people whose power of self—belief, hard work and determination leads them to achieve their goals. And, as role models exposing their authentic selves through social media, exemplify our values.



ELIEN AND RUDY HOST THE FIRST INTENZA LIVE IG CHAT

INSTAGRAM LIVE CHAT

Unlike pre-recorded Instagram Stories or IGTV videos, Instagram Live is a totally unedited stream for followers to tune into and engage with our ambassadors—this helps us connect with our stakeholders, friends and followers right now, in the moment. On Friday 16 October 2020 (20.30 EET) Intenza Ambassadors Elien Janssen and Rudy Gobert hosted the first Intenza Live IG Chat.



DISCOVER INTENZA COLLECTIVE

RUDY GOBERT @rudygobert27
GLOBAL BRAND AMBASSADOR

ELIEN JANSSEN @elien_janssen
TREADMILL AMBASSADOR

JILL KUHN @ironwillironjill
GLOBAL BRAND AMBASSADOR

ROSANNA QUEIROLO @rosannaqueirolo
GLOBAL WELLNESS AMBASSADOR
(Onboard Q4 2020)



ELIEN JANSSEN

More than just a sport, triathlon is a way of life and with more than 3.5 million participants world-wide are much more about personal goals than competition. Kona—qualified triathlete, and Intenza Treadmill Ambassador, Elien Janssen knows a thing or two about preparing for the sport which demands a 2.4 mile swim, 112 mile bicycle ride and 26.2 mile marathon run. For many, the idea of competing in an Ironman Triathlon would seem impossible but whilst some triathletes are professionals, many are not: instead they are regular people with exceptional determination. K—9 unit police officer Elien Janssen decided to make her vision a reality.

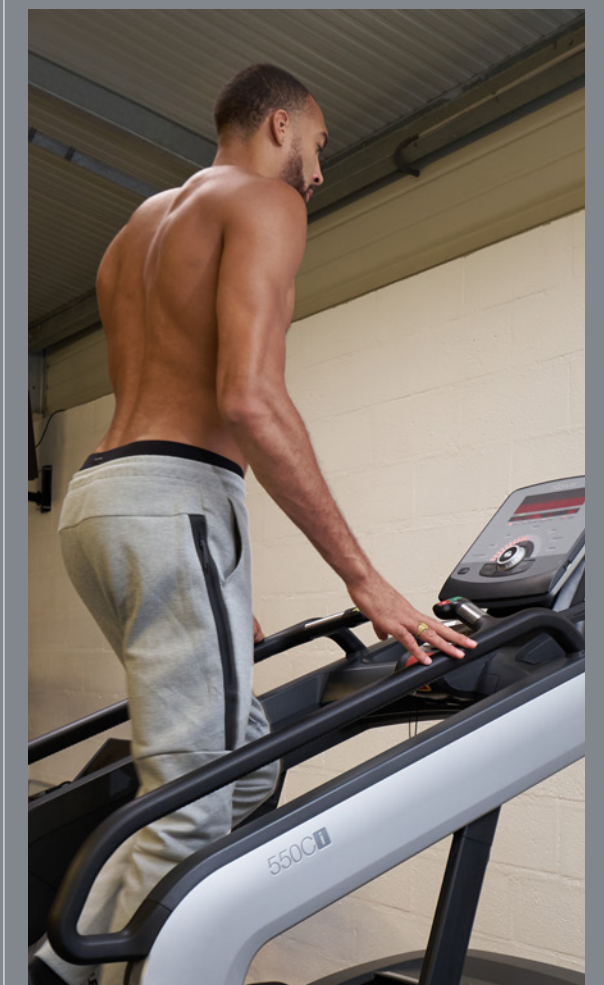
Elien did not even discover the sport until her early twenties when she was looking for a new challenge in her life. After running a marathon (underprepared) three years previously she realised that she had quit sport for far too long and when an internet search revealed the term Ironman she found the challenge she needed.

Whether it's bad weather, availability of daylight in winter months, or convenience factors that stand in the way of outdoor training, with Intenza as her partner Elien can continue to enjoy high quality training indoors with the Intenza 550 e2 Series Treadmill, 550 GC3 indoor bike and Intenza Weight Vest.

RUDY GOBERT

Intenza Global Brand Ambassador Rudy Gobert is a professional basketball player for the Utah Jazz of the NBA and also represents the French national basketball team in their international competitions. Known for his agility, intense tackles, defensive blocks and tactical shots, Rudy has been named NBA Defensive Player of the Year in 2018 and 2019.

Basketball, perhaps more than any other sport, is perceived as a game of natural physical gifts but it also demands quickness, lateral movement, and



explosive power. Through cross-training with the Escalate Stairclimber and 550 Treadmill Rudy can glean great results with little risk to his body—Intenza's treadmill causes less impact than running on the court allowing complete control over his training environment and specifically both speed and incline can be manipulated. And, ideal for increasing stamina on the court, Escalate workouts support his aerobic conditioning, lower body strength and the development of good bone strength.

THE BEST PIVOT IN FRENCH BASKETBALL HISTORY
RUDY GOBERT TALKS PREPARATION DURING THE NBA OFFSEASON

Rudy Gobert /

To be voted best defender two years in a row (2018 and 2019) and finalist in the last exercise is one thing, to stay on top is another. The Intenza Global Brand Ambassador showcases Intenza equipment before looking back on his season and a frustrating elimination for his Jazz franchise: eliminated 3 wins to 4 after leading the series 3—1—.



A SUPER—FAN OF THE ESCALATE STAIRCLIMBER, RUDY GOBERT WANTS TO WIN A TITLE WITH UTAH



WHO DO YOU RECOMMEND INTENZA MACHINES TO?

Their main customers are sports halls or hotels. To have a few machines at home, I think it's top quality. The technology is really advanced, the machines are well built. My mom also has an Intenza bike at home, so she no longer has an excuse for not playing sports. It also shows that their machines are easy to access and well built.

HOW HAVE THEIR MACHINES BEEN INVALUABLE IN YOUR PREPARATION?

At home I have the stairclimber, it's really good. You can do a good intense workout without spending an hour on it. Between that, the bike or the mat, you can work different muscles, different movements and challenge your muscles. Work by putting more resistance while climbing. Obviously, it tires a lot faster than flat ground.

In Utah there are mountains and I really like running there. It's very hard. You don't have to run for an hour to do a good workout, for example for me doing 10 minutes uphill is more interesting than an hour flat. It's better on the knees too,

which is really interesting.

WE SAW YOU BOXING IN THE SUMMER. IS IT FOR FUN, OR DOES IT HELP YOU WITH BASKETBALL?

I've been boxing in the off season for 5 years now. I think it helped me a lot physically but also mentally. By nature, I am very curious. I like to learn different arts, different sports. I try to maximise my physical potential. There I started Brazilian jujitsu and also did a little taekwondo. I like to master several sports and I think that also helps me with basketball. Whether it is physically, in terms of balance and strength...it allows you to develop parts of your body and your brain that have not yet been explored.



AFTER TWO STRAIGHT DEFENDER OF THE YEAR TITLES, THIS YEAR YOU WERE A FINALIST FOR THIS TROPHY...

It is clear that I intend to recover the title. It was frustrating not to have won it this year. After that it was an exceptional season. A season month has not happened. A lot happened, but yes it was frustrating to see someone else holding the trophy.

The important thing is to continue to improve personally and also as a team. We need to find our defensive identity from previous years.

WHEN WE SEE THE COURSE OF DENVER (RELEASED IN THE FINAL OF THE CONFERENCE), DOES THAT GIVE YOU REGRETS?

Denver was a very good team. Obviously, there are regrets but I think nothing happens by chance, it's an experience for us. Well, it's a bit funny because they did the same at the Clippers right after. There were specific conditions, the Bubble etc...you have to learn, when you are in a position of strength, you must not give your opponent anything, you have to raise your level even more and simply finish it.

WHAT ASPECTS OF YOUR GAME ARE YOU WORKING ON TO COLLECT THIS TROPHY?

I'm trying to take new steps. Whether it is physical, technical work and the rest. The objectives have been set and we must now implement the work and have an action plan that allows us to continue to evolve personally and also as a team. There are always things to improve.

My strength is really the consistency I can have. Anyone can have a good game in defense or a good action but being consistent is really what separates the good from the very, very good. And, I think I can be even better at this level. Over the past few seasons, I've really improved my diversity: being able to defend against players who shoot from three points while continuing to be the best by protecting my basket. The goal is still to take it to the next level and I really think I can do it.

This article was originally published on the CNews news platform 14 October 2020. To read the full French transcript please visit the link below—<https://www.cnews.fr/sport/2020-10-14/rudy-gobert-pivot-du-jazz-mon-gagner-un-titre-avec-utah-1007539>

THANK YOU TO OLIVIER PANTEL AND TRAINING SERIES^{TS} FOR THEIR SEAMLESS PLANNING, PRESS COORDINATION AND SUPPORT. AND THANK YOU ALSO TO SARAH OURAHMOUNE AND BOXER INSIDE FOR HOSTING THE PHOTOSHOOT.

MICHEL KOCH, HEAD OF INTENZA FITNESS SCHWEIZ AG
BRINGS INTENZA TO SWITZERLAND

More than just cardio /

Attractive design paired with high functionality and durability: these are the attributes of Intenza Fitness equipment, but behind the award-winning Taiwan fitness brand lies an interesting company history of many years.



In 1998, Intenza Fitness's parent company, HealthStream Taiwan Inc, was founded by Mark Chang. In the first decade of the company's history, the company designed and produced fitness equipment and components for many other well-known brands such as Life Fitness, Stairmaster and Kettler, true to the motto: challenges are the best engine for creation in 2012, the founder decided to launch his own professional line of equipment. That was the hour of birth for Intenza Fitness. A lot has happened since then and the company is now represented on the market with five subsidiaries worldwide, one of them in Düsseldorf (serving the EMEA region) and sales in 69 countries. Intenza Fitness has been present in Switzerland since August 1st, 2020.

Intenza Fitness has been strong on the European market for some time and is continuously expanding its presence. In a short time, the brand was able to attract numerous customers with its high-quality products, including winning well-known fitness chains. "Intenza knows how to impress with quality, design and unique USPs and fits in with the high-quality awareness of Swiss customers," says Michel Koch, who will be in charge of Intenza Fitness Switzerland. As one of the founders and former GL member of ratio AG, he has a broad network and years of experience, especially in the planning and equipping of health, physiotherapy and fitness facilities.

FROM VISION TO MISSION

The company positions itself clearly in the premium and hi-tech segment. The corporate values, which focus on people and their environment as a whole, also fit in with this. For example, Intenza's credo "Tomorrow Today" is a call for collective action to help people discover their best future self.

Due to influences from outside and inside the fitness industry, the members are more design-conscious than ever before. It is therefore becoming more and more important to provide equipment that corresponds to this awareness. The great focus of Intenza on design and equipment aesthetics is reflected in the unmistakable Intenza design DNA.

However, Intenza Fitness is about much more than design and aesthetics: it's about a vision. A combination of technical innovation, aesthetics and user-friendliness runs through to the last detail of the devices. In this way Intenza Fitness brings product design and precise manufacturing in line. And that is certainly one of the reasons why the Intenza Escalate Stairclimber received the Red Dot Award for outstanding product design and the entire Intenza line received the Plus X Award for innovation, quality and functionality.

In addition to the focus on design, Intenza

has a strong sense of service. "Intenza faces this challenge and offers the most innovative solutions here too. The cardio machines of the Entertainment series have self-diagnosis software and are always online, with you connected to the Intenza Service Centre. In this way, we can identify and solve possible issues before they occur and we know exactly what to do. It also makes it easier to maintain the devices. This is also an enormous cost and product advantage," says the Intenza VP Sales EMEA, Lars Schmidt, who, as a former co-owner of the Move to Live Group, can also fall back on his enormous experience in the fitness industry.

TOP OF THE LINE WELLBEING

Zen design principles combined with the highest quality, technical innovation and award-winning design ensure that Intenza devices are not only used in fitness facilities. Premium hotels, exclusive spas and resorts all over the world rely on Intenza when choosing their equipment. Interestingly, facilities such as the police and fire brigade are also part of the company's customer base. And Intenza is even becoming increasingly popular in the home appliance market.

BUILD SMART. THINK GREEN

One of the great advantages of Intenza equipment are the smart and sustainable processes in their production. Here, too, "Intenza takes its ecological responsibility seriously and makes a contribution to a healthier environment," says Intenza's CEO Mark Chang. "At Intenza, sustainability is not just an empty phrase, it defines and guides everything that the brand does. We do everything we can to offer our users the best possible product experience, but not at the expense of our planet. An economical and environmentally friendly production, that is constant and sustainable, is essential for the fulfillment of our product promise."

This article was originally published in the Fitness Tribune October/November 2020 issue. To read the full German transcript please visit the link below—https://www.fitnesstribune.com/wp-content/uploads/2020/10/FT_188_web.pdf

THANK YOU TO MICHEL KOCH AND INTENZA FITNESS SCHWEIZ AG FOR THEIR SUPPORT.



LARS SCHMIDT, INTENZA VP SALES EMEA AND MICHEL KOCH, HEAD OF INTENZA FITNESS SCHWEIZ AG

FROM THE GYM TO YOUR RESIDENCE
INTENZA HOME COLLECTION

Work(out) from home /

Home fitness isn't a new phenomenon and for most of us, pursuing a healthy lifestyle isn't a fad; it's an investment in the future and a means to maintaining wellbeing. The Intenza Home Collection is style in motion. Adding a luxe dimension to your home fitness, this intuitive line looks ultra premium whilst delivering the functionality and feel of the club.



EXERCISE AND RELAXATION, WITH A TOUCH OF LUXURY

With people spending more time at home than ever, it's natural that they are now turning their attention to creating the ideal gym environment within their properties—be that transforming basements or other rooms. And, with many also finding that their diaries are still, if not more, packed with professional commitments and online meetings, it's even more vital to schedule regular times for an energising workout session.

FUN AND FUNCTIONAL

Home is no longer just a place where we eat and sleep, and although the trend towards identifying more intentional and dedicated space for exercise at home has been steadily increasing for years, it has now become our classroom, office, gym and a full-on entertainment space so choosing the right home gym equipment is imperative to ensuring your home gym is utilised. And, if there are a number of different users with different fitness goals then it's essential that the home gym equipment selected can satisfy the needs of all users and as such, Intenza is the perfect partner.



INTENZA HOME COLLECTION L—R 550 GC SERIES, 450 SERIES: TREADMILL, UPRIGHT BIKE, RECUMBENT BIKE

A CURATED HOME TRAINING EXPERIENCE

In terms of design, it's desirable to create a gym design scheme that fits in with the rest of the home and this especially extends to an equipment colour palette which should complement materials used throughout the living space. Like beautiful furniture, the Intenza Home Collection provides something that wasn't available before. Sleek and compact, our residential cardio line has an attractive Hard Black matte finish and its contemporary, clean style means it looks just as elegant in a living room setup as in a dedicated gym space. Most compelling though is the line's ergonomic handling and intuitive features.



Built sustainably at our 100% energy-efficient facility, Intenza products are designed and built to last—each product is fully assembled and tested before delivery, in short we go beyond compliance to offer our users the ultimate, most reliable and compelling workout experience. This is how fitness should feel.

FOR MORE INFORMATION PLEASE CONTACT
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