

THE YOGA CLASS

BY LAURA DODD

YOGA, MOVEMENT + MINDFULNESS
ANYTIME ANYWHERE

"265 WORK HOURS GO TO WASTE EACH YEAR DUE TO STRESS."

AMERICAN INSTITUTE OF STRESS 2022

**"1 IN 6 PEOPLE REPORT A MENTAL HEALTH PROBLEM IN ANY GIVEN
WEEK."**

BARNETT WADDINGHAM 2023

**"89% OF EMPLOYEES SAY THEIR EMPLOYERS SHOULD OFFER MENTAL
HEALTH BENEFITS."**

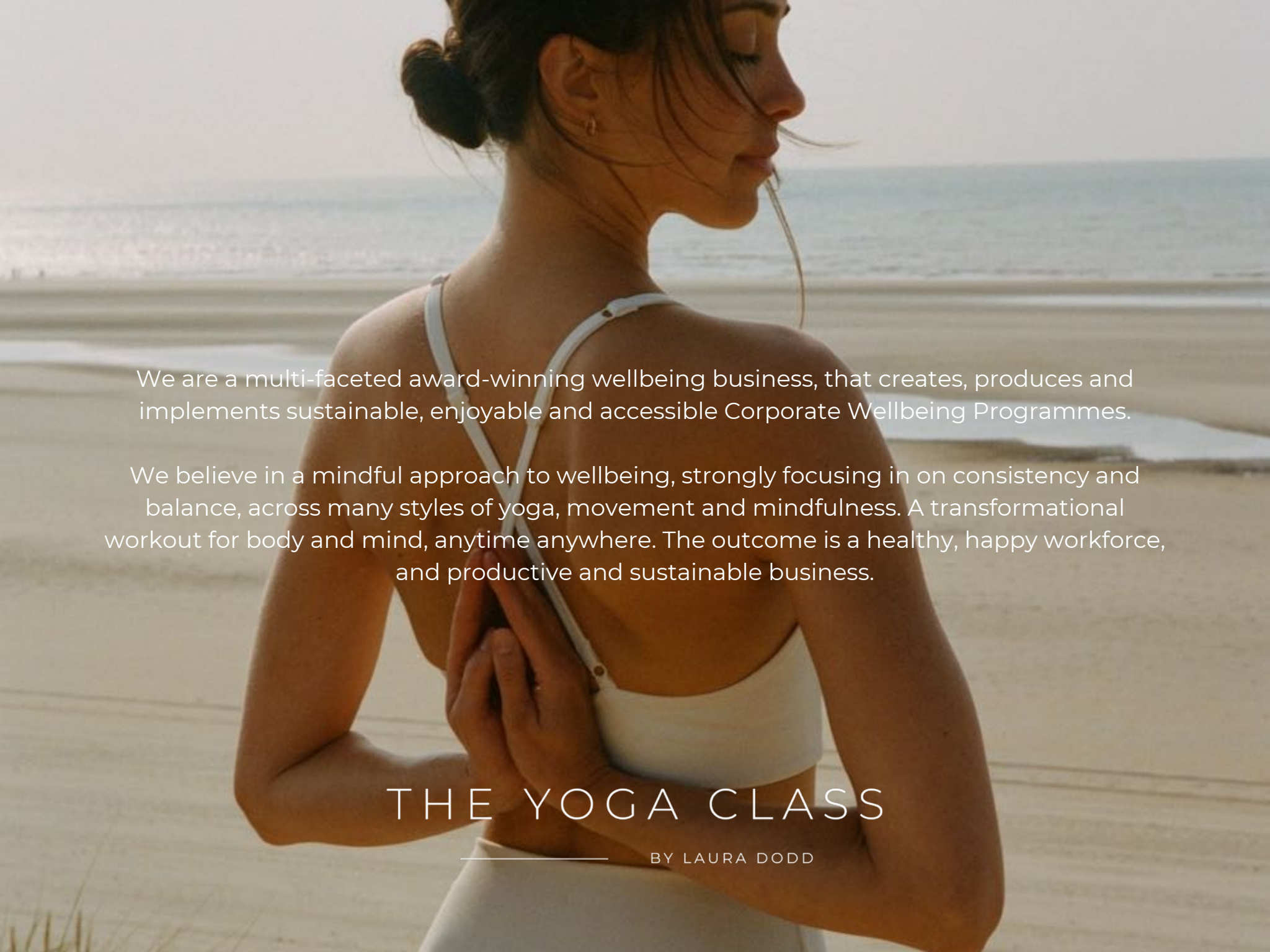
AMERICAN INSTITUTE OF STRESS 2022



A woman with dark hair tied back, wearing a white sports bra and white leggings, is captured in a yoga pose on a rocky beach. She is leaning back with her head tilted upwards, eyes closed, and her right arm extended downwards. The background features a calm ocean, dark rocks, and a hazy, overcast sky. The overall mood is serene and peaceful.

Yoga is the best relaxation technique for
reducing occupational stress.

Journal of Occupational Health 2021

A woman with her hair in a bun, wearing a white yoga top, stands on a beach with the ocean in the background. She is looking to the right. The text is overlaid on the image.

We are a multi-faceted award-winning wellbeing business, that creates, produces and implements sustainable, enjoyable and accessible Corporate Wellbeing Programmes.

We believe in a mindful approach to wellbeing, strongly focusing in on consistency and balance, across many styles of yoga, movement and mindfulness. A transformational workout for body and mind, anytime anywhere. The outcome is a healthy, happy workforce, and productive and sustainable business.

THE YOGA CLASS

BY LAURA DODD

"BEST ONLINE
YOGA STUDIO"

"BEST LOW-
IMPACT WORKOUT"

"The Yoga Class, is our top choice for nourishing, low-impact movement to improve strength, tone, mobility and posture and the best for calming the mind."

SHEERLUXE



'BEST ONLINE YOGA PLATFORM'

"The Yoga Class is listed as our top 'Best of British'
Online Yoga Platform in our special report."

omyoga
& lifestyle

'BEST WELLNESS BREAK'

"A 'The Yoga Class' Retreat is a holistic wellbeing experience. Expect nourishing movement for the body, stillness for the mind and food for the soul."

C&
TH



'GREAT HOME WORKOUT'

"The Yoga Class is listed as our great home workout to try now. A comprehensive library of yoga, movement and meditation classes which you can filter by level, length and style."

VOGUE

'BEST DIGITAL FIRST FITNESS PLATFORM'

“Digital only studio, The Yoga Class, offers a kind approach to the ancient practice of yoga and is our best digital first fitness platform,.”



C &
TH

VOGUE

COUNTRY & TOWN
HOUSE

omyoga
life-style

SHEERLUXE

Closer

Health &
Wellbeing

STYLIST

 JPMorganChase

YOOX
NET-A-PORTER
GROUP

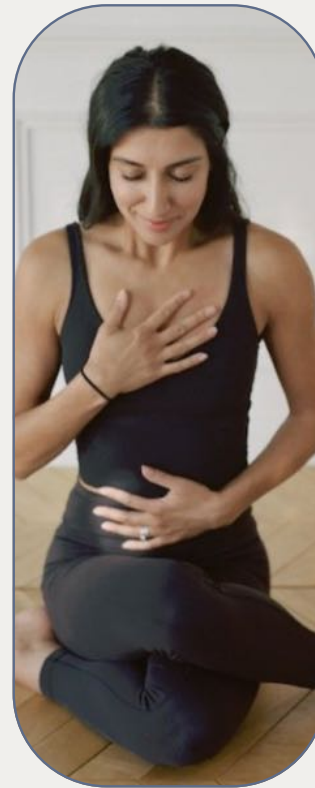
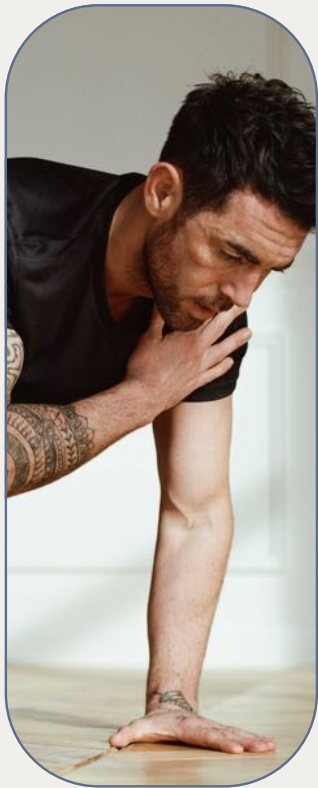


KAMA
AYURVEDA



Coutts 

YOU ARE IN SAFE HANDS WITH THE WORLD'S BEST TEACHERS



THE APP + DIGITAL STUDIO

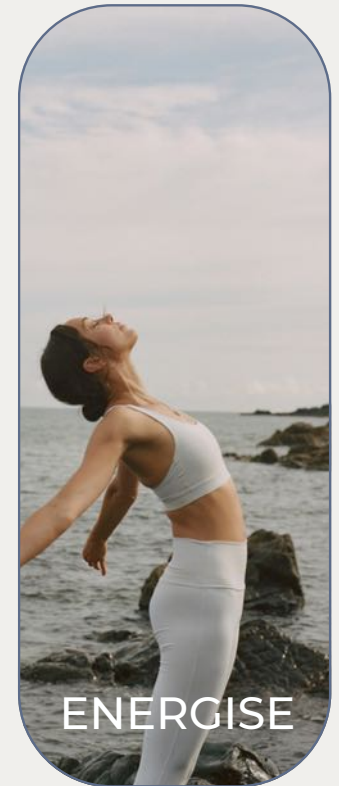
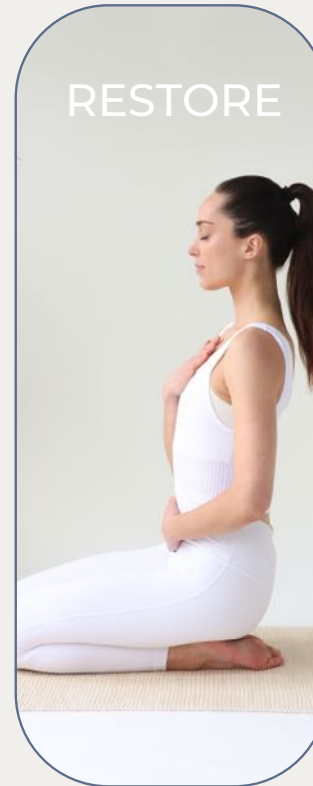
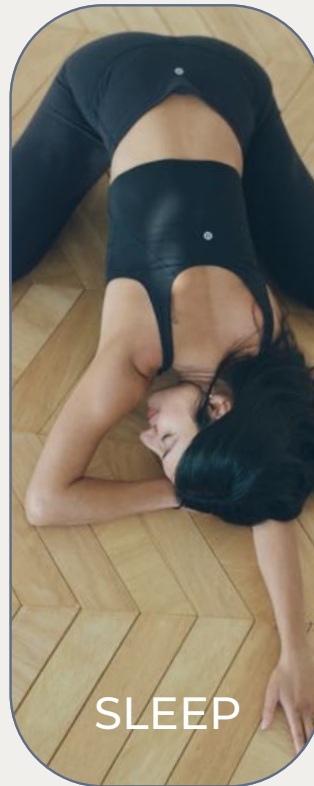
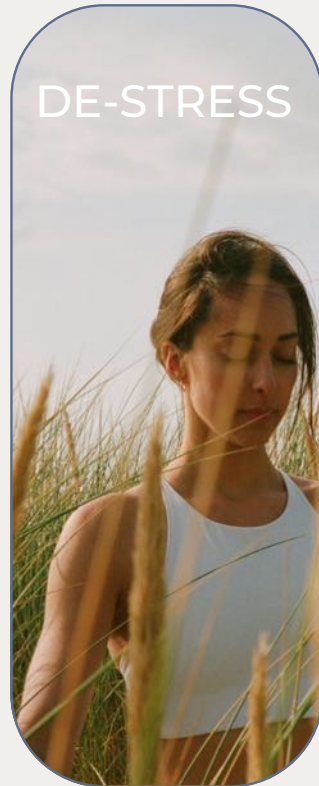


“There is consistently high praise and engagement with the services.

The Yoga Class are our partner of choice in delivering wellbeing to our employees with their level of details and care.”



A CLASS FOR HOWEVER YOU ARE FEELING



THE APP CATEGORIES



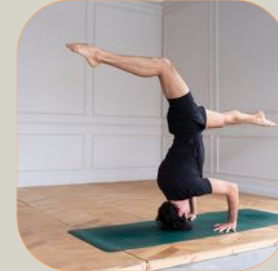
BEGINNERS YOGA



VINYASA YOGA



POWER YOGA



SKILLS YOGA



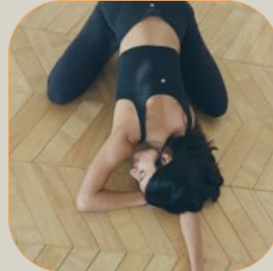
SOUND MEDITATION



SLOW FLOW YOGA



RELEASE
Stretch, Restorative
+ Active Recovery



YIN YOGA



BREATH-WORK



MEDITATION



PILATES



BARRE



FUNCTIONAL FITNESS



PRE-NATAL +
POST-NATAL



FACE YOGA

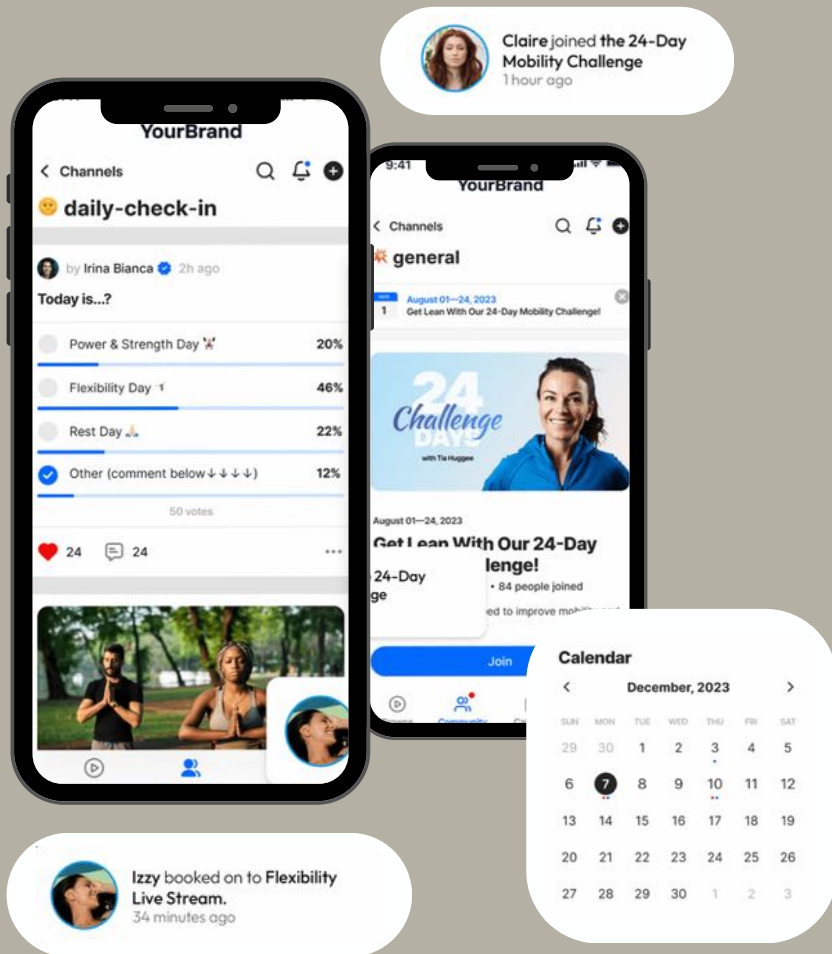
THE APP FEATURES

- 400+ on demand classes
- iOS and Android APPs for easy access to classes
- New content added weekly
- Beginner, Intermediate and Advanced classes
- Classes categorised by level, length, style and target body area
- Classes ranging between 10-60 minutes
- Community Chat and Forum
- Schedule classes in personal in-App calendar
- Weekly schedules, specific programs and regular challenges
- Download favourite classes for when on the go
- Stream to any device
- Favourites feature to save favourite classes
- Light and Dark mode

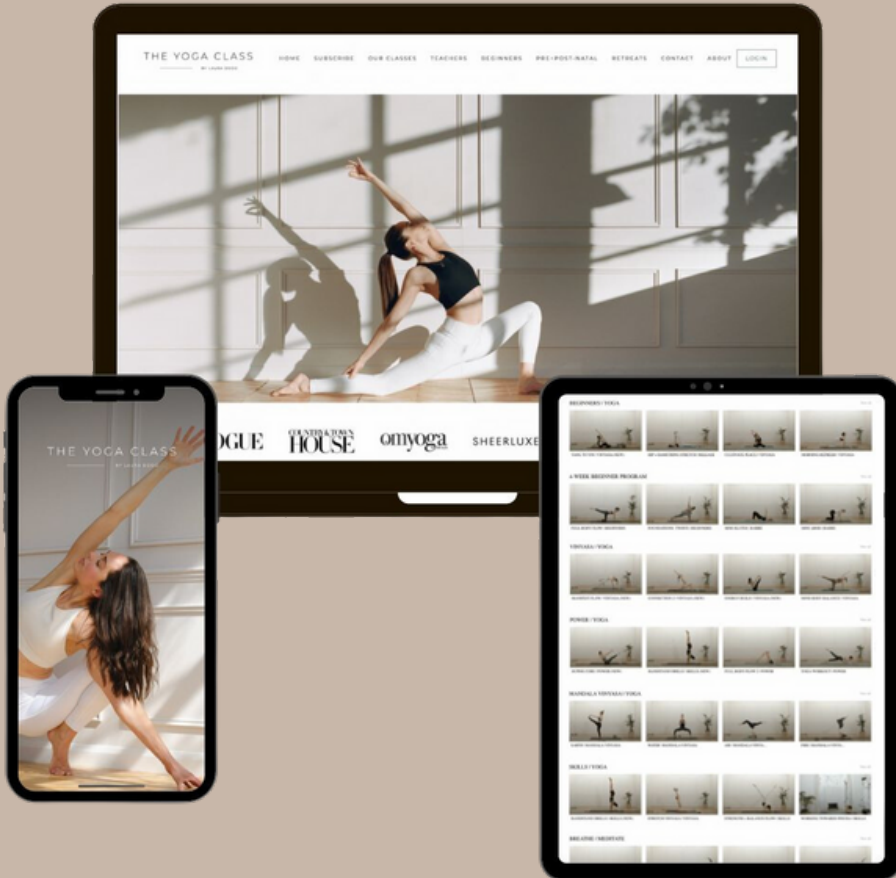


DRIVING COMMUNITY + ENGAGEMENT

Users will experience:



- A personalised Private Work Community, and a wider Public Community.
- Chat and Forum to discuss different topics with the Founder and each other
- Engage with and follow other users, post, like posts, and comment
- Enjoy motivating Community challenges to foster commitment, engagement and empower progress.
- Employees can schedule their chosen classes in personal in-App calendar, driving higher use and engagement.



PREMIUM WELLBEING PRODUCT

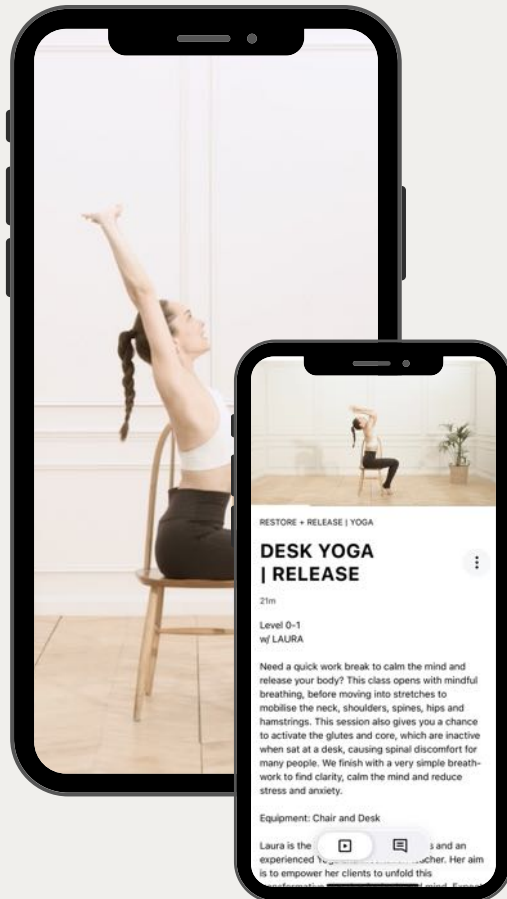
We provide a very high-end, global, and aesthetically designed product, that is easy to navigate, easy to activate and is cost effective to any size audience.

We work with our clients to provide a bespoke, not a one size fits all service.

No tech integration necessary and free from license and rights restrictions.



DESK SPECIFIC



In workspace sessions, connect to mobilising movement and mindful moments

Meditation and breath-work sessions quickly reduce stress and anxiety anytime anywhere

Mat based sessions, provide work-breaks to strengthen, release, calm and reduce desk posture





ANYTIME ANYWHERE

Any Global Location

+ Access through our Website, iOS & Android APP and Stream to any device



TRACK + REPORT + SUPPORT



App usage reports based on trackable user information

Detailed reporting on Full User base and Individuals on Views, Video, Country, Classes, Watch Time

Complete client support

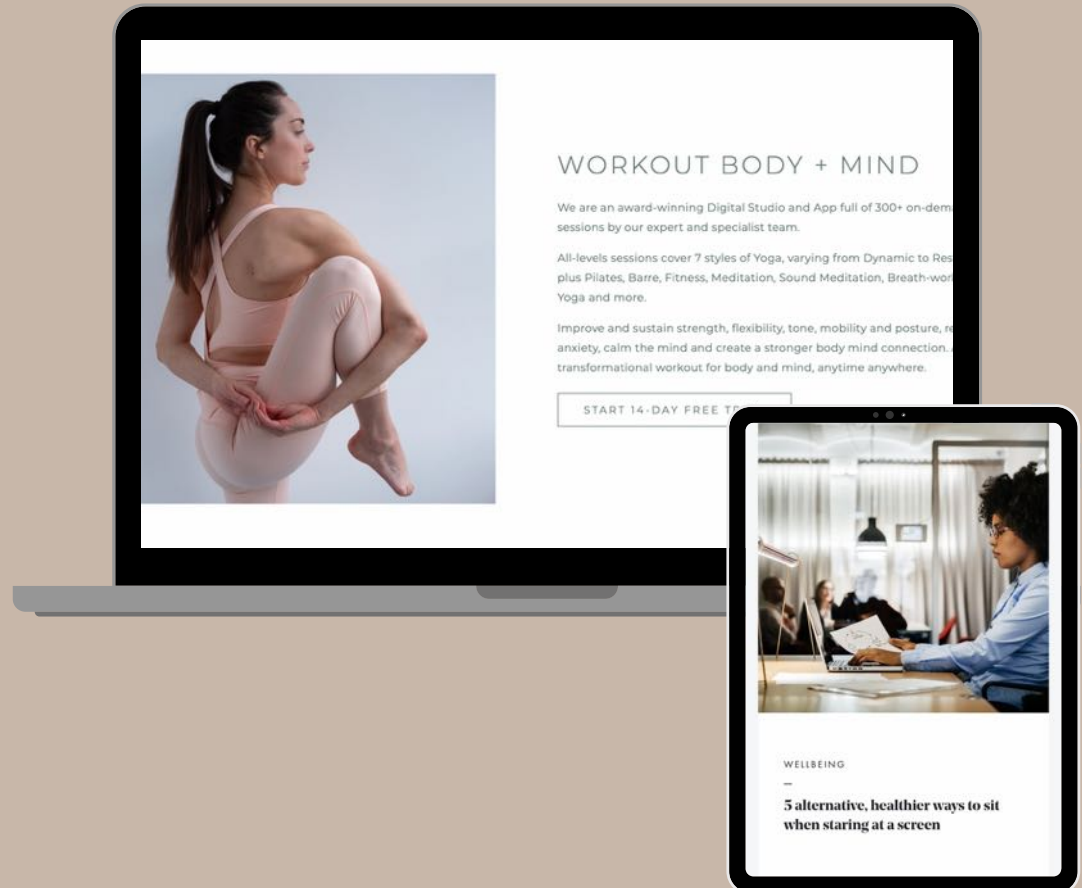
LAUNCH + ENGAGEMENT SUPPORT

Communication strategy, consultancy and support

Bespoke, expert led, launch and engagement resources for intranet, emails and website

Bespoke social media and giveaway engagement strategies

Connect with Live, in-person and online, workshops and webinars



“AMEX GBT created a giveaway for employees to drive engagement, linking in The Yoga Class app and online sessions, that we used as part of our wellbeing week.

The Yoga Class is very people focused with a professional, responsive and proactive manner, was a pleasure to work with and all services provided were a great success.”



THE APP PACKAGES

SILVER

+ Monthly Membership for under 500 employees

£10 per employee
(50% corporate discount)

GOLD

+ Monthly Membership for under 1000 employees

+ Free monthly LIVE Yoga Session

+1% Donation to Chosen Charity

£8 per employee
(60% corporate discount)

PLATINUM

+ Monthly Membership for unlimited employees

+ Free Weekly LIVE Yoga Session

+ 2% donation to chosen charity

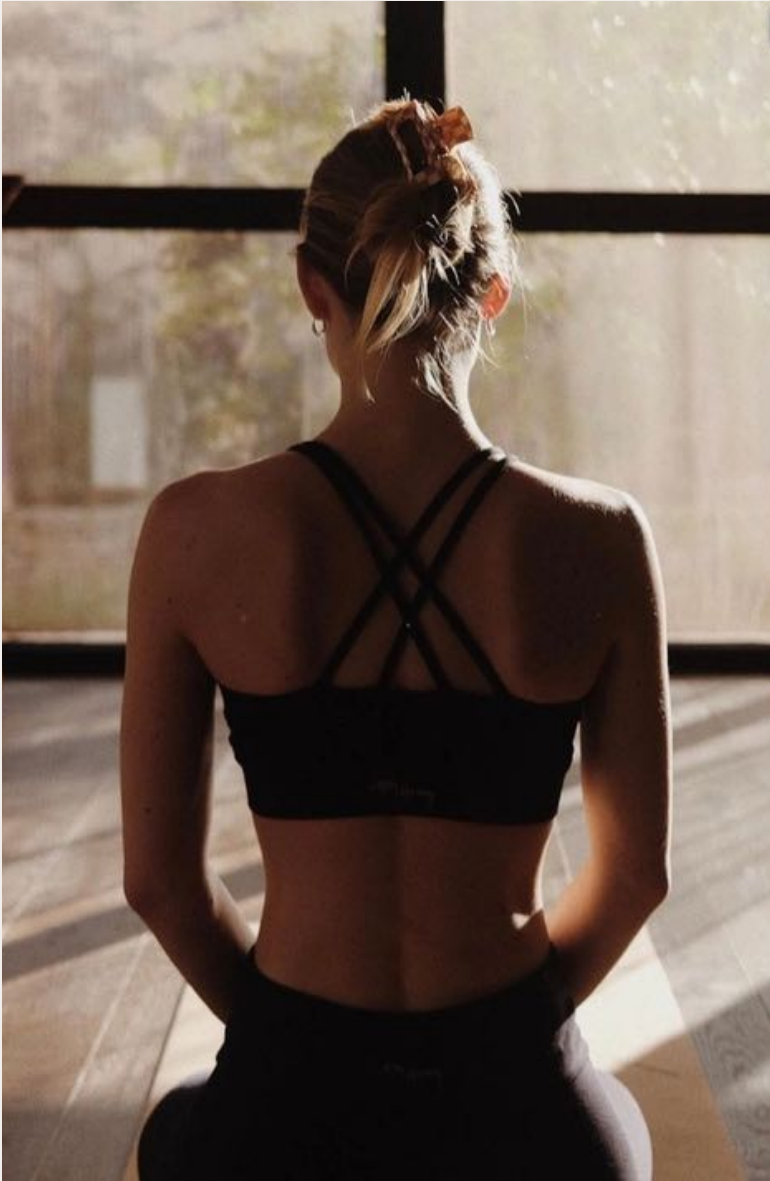
£5 per employee per month
(70% corporate discount)

Figures are based on a minimum 3-month contract. Price will decrease with length of contract and number of employees



FURTHER WELLBEING OFFERINGS





FURTHER WELLBEING

- In-person
- Online
- Hybrid

- Events
- Wellbeing Days, Wellbeing Weeks
- Retreats/ Wellbeing Weekends
- Talks and Panels
- Workshops
- Breakout Spaces
- Brand Activations
- Weekly Classes
- Workplace Wellness



FURTHER WELLBEING CATEGORIES



BEGINNERS YOGA



VINYASA YOGA



PILATES



MEDITATION



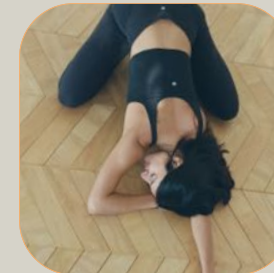
SOUND MEDITATION



BREATH-WORK



RELEASE
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+ Active Recovery



YIN YOGA



FUNCTIONAL FITNESS



FACE YOGA



DESK YOGA



BARRE



MASSAGE

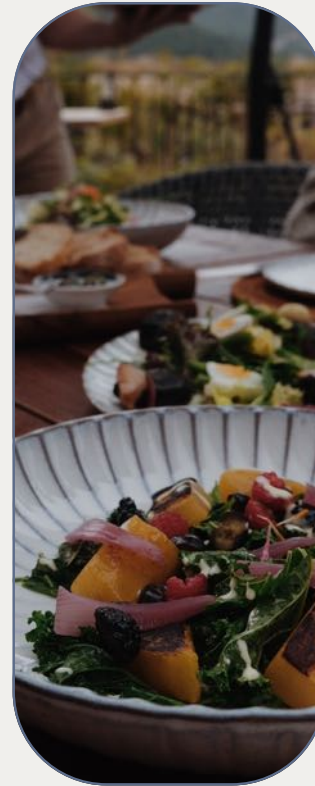
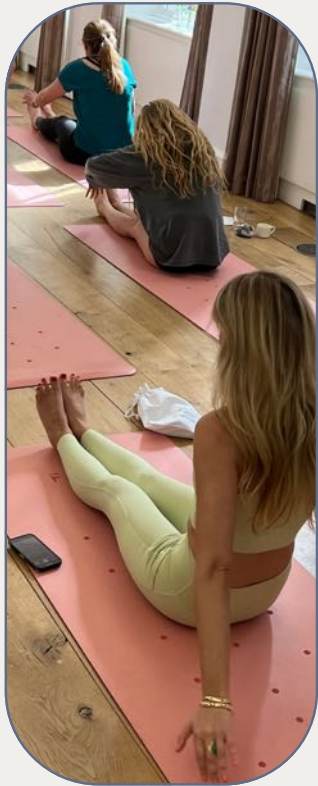


NUTRITION EXPERTS



HOLISTIC WELLBEING
EXPERTS

BESPOKE EVENTS, RETREATS AND MORE



A HUMAN APPROACH IMPROVES ENGAGEMENT

We offer high-end luxury content across a wide number of movement and meditation categories to suit all-levels and styles. We are not just yoga.

The Yoga Class App feels like you are walking into a real class, with a real teacher, in a real studio.

We encourage in person and online events with our expert team, to support and humanise our award-winning App.

We work with our clients to provide bespoke consultancy and management service across all areas , not a one size fits all service.

In a society where every element of life is tracked and recorded, we champion a mindful approach to wellbeing; focusing on balance and not perfection.



SUSTAINABILITY

We commit to and care about being a sustainable brand

We commit to plant at least 144 trees a year.

Remove 10.8 tonnes of CO2 a year through specially selected carbon reduction projects globally.

We only use sustainable brands and renewable energy.

We are a 100% carbon neutral business.



CONNECT

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