

GREEN FIT

# AXERON

STRONGER  
EVERY DAY  
BETTER  
EVERY CHOICE

GREEN FIT

ENGINEERED FOR EXCELLENCE

WE TRANSFORM ANY SPACE INTO A PREMIUM WELLNESS DESTINATION

# THE MARKET IS RAPIDLY GROWING

**\$2.21B**

Outdoor Fitness Market 2025

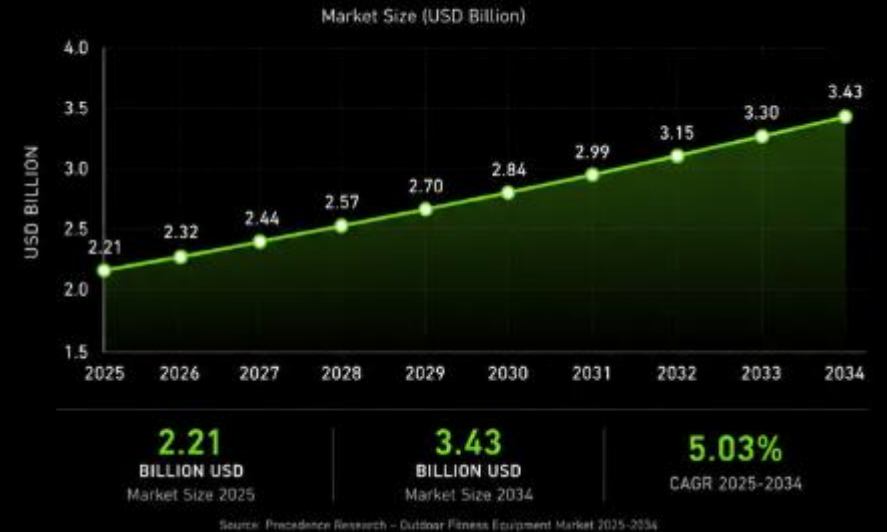
**\$3.43B**

Forecast by 2034

**++5.03%**

Expected annual growth

**OUTDOOR FITNESS MARKET GROWTH**



The outdoor fitness market is steadily growing thanks to increasing demand for wellness, outdoor living, and premium solutions

# A REAL BUSINESS OPPORTUNITY

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**\$10.95B**

European Fitness Equipment Market

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**\$16.26B**

European Forecast by 2033

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**52 MLN \$**

Italian Outdoor Fitness Market

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**+6-7%**

Annual growth in Italy

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**EUROPE FITNESS EQUIPMENT MARKET GROWTH**



Europe represents one of the strongest markets for premium fitness and outdoor wellness.



**Demand is increasing for structures that are: SMART**  
• ECO-FRIENDLY •  
MODULAR

The market is shifting toward flexible, sustainable solutions integrated into premium environments.

## TRADITIONAL FITNESS IS LIMITED

- Invasive installations
- High costs
- No mobility
- Long setup times
- Poor aesthetic impact



## GREEN FIT IS BORN

- Modular
- Portable
- Customizable
- Ready to use



Green Fit was created to occupy a still underdeveloped niche: modular luxury wellness.

# HOW GREEN FIT CREATES VALUE

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DIRECT SALES

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LEASING PARTNERSHIP HOSPITALITY

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CORPORATE WELLNESS

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PREMIUM EVENTS

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INTERNATIONAL EXPANSION

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**HIGH PERCEIVED  
VALUE**

Premium positioning



**RECURRING  
REVENUES**

Sustainable  
and scalable model



**HIGH  
PROFITABILITY**

Thanks to services  
and maintenance



**DIVERSIFIED  
BUSINESS**

Lower risk,  
steady growth

# ONLY IN ITALY



**32.000+**

Hotels

**77.000+**

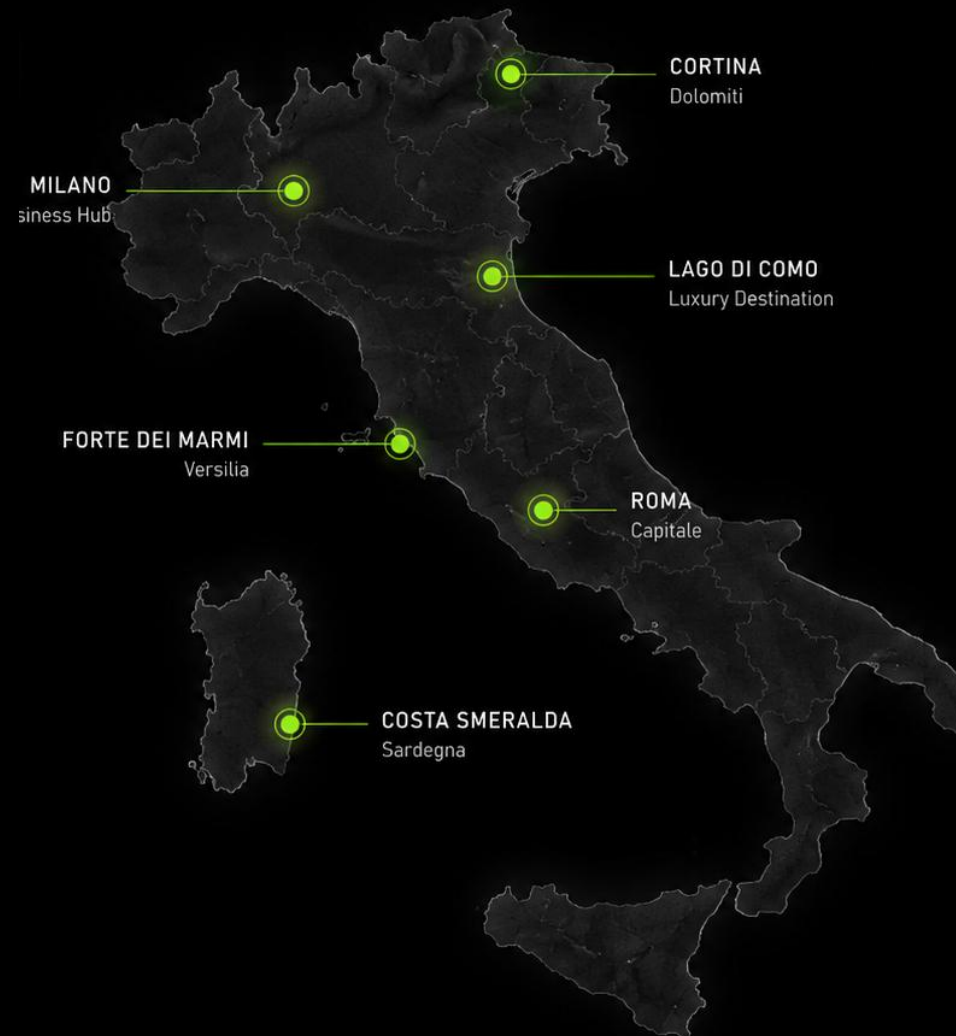
Sports centers

**200.000+**

Companies with outdoor spaces

**16.000+**

Luxury villas



Even considering only the Italian market, the application potential is extremely broad.

# NOT A GYM, BUT A LUXURY WELLNESS PLATFORM

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Modularity

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Luxury positioning

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Integrated technology

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Solar-powered capability

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Premium design

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Sport-specific customization

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Full mobility



# LUXURY WELLNESS IS GLOBAL

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**Strategic markets:**

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Dubai

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Miami

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Maldives

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Ibiza

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Mykonos

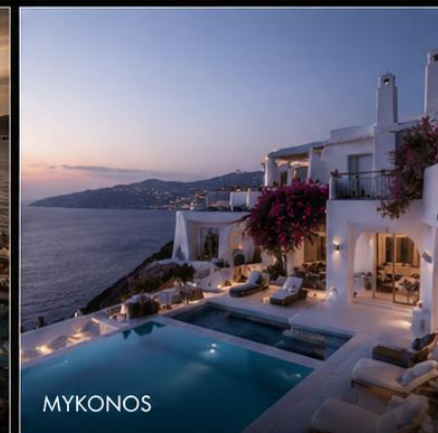
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Monaco

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**900 MLD \$**

Global Wellness Tourism Market




Wellness tourism is one of the fastest-growing segments in luxury hospitality.

# THE FUTURE OF OUTDOOR WELLNESS

GREEN FIT

## TEAM

STRONG  
FOCUS  
DISCIPLINE  
PROGRESS

**Francesca De Pompa**  
Designer  
**Giulia De Pompa**   
Art Director  
**Francesco Branchi**  
Personal Training Specialist  
**Elio Iannaccone**  
Kinesiologist

**Giovanni Sellitto**  
Structural Engineer  
**Carmine Spagnuolo**  
Marketing Strategist  
**Davide D'Ambrosio**  
Quality Manager  
**Siria Lappanese**  
Social Media Manager



## SOCIAL



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