**A note on niix and the impact of the Covid-19 pandemic**

Everyone’s lives have been turned upside down since the onset of the Covid-19 pandemic. As governments the world over grapple with when and how to end lockdown, what is very clear is that, without a vaccine or cure imminently available, “normal” life is not set to resume any time soon. Gyms remain closed, and any form of gathering of more than two outside is still prohibited. Social distancing will be a part of our lives for a long time to come and exercising from home will continue to be the rule, not the exception.

As a result, millions will continue to turn to online solutions to help them get fit and stay sane at home. Gyms and studios have wrestled with new ways to reach their clients remotely via Zoom, but the reality is that they were never set up to train their clients remotely – their expertise is based on using equipment (traditional gyms) and/or providing a location for people who want to, to exercise together (studio classes e.g. aerobics) and often relies on both (Yoga, Pilates, Boxercise, Circuits etc).

From its inception in the mind of Nicki Philips in 2017, niix has been specifically and meticulously created to enable women to exercise at home and for as long or as short as they need. As one customer for over a year explains, “niix has really changed the way that I not only exercise but also the way I think about it. The ease of being able to fit in 10 or 20 minutes in my home is brilliant.”

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| It’s too early to confirm long term trends, but in the seven weeks since special measures were put in place to tackle the Covid-19 crisis in the UK, the interest in niix has spiked significantly:* There was a **55% increase in total sales** in second half of March to first half, with a **huge 117% increase in iPhone in-app purchases** for this period
* New unique **subscribers for the whole of March increased by 92%** on the previous month
* Both **downloads and registrations of the app have increased by more than 60%** for the whole of March compared to February 2020’s full month figures
* This trend continued with **app registrations increasing by 66% for the whole of April**, compared with the same period the previous year.
* We have also seen our best ever increase in Instagram followers. In just two years since launch in January 2018 we steadily and organically grew our Instagram following to more than 10,500. **In March 2020 alone we have added a staggering 1000+ more followers** to a total of 11,500+ and rising.
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But more than just being the perfect exercise solution to the current times, becoming a niix customer also gives users access to a community of thousands of likeminded women - all of whom are currently struggling more than ever to juggle work, childcare and staying sane. Indeed, in response to the Covid-19 crisis Nicki has been running new, live classes for mums and children during the daytime and for mums alone in the evening via YouTube and Instagram Live. Unintentionally, Nicki has created the ideal fitness solution for mums during the crisis.

It’s not just the team at niix working hard to reach new audiences during this extraordinary time. We have also continued to provide added value to our partners and their customers throughout the coronavirus crisis. For example, Soak & Sleep’s newsletter (left) sent to its database of thousands on 2 April 2020 gave advice to its customers on how to manage in isolation, starting by exercising with niix. This advice came with a discount code for the app for every customer. As a business we intend to do all in our power to capitalise on the increased interest in home exercise during this time.