Investor & Analyst Session

September 15, 2020
Safe Harbor Statement

This presentation includes forward-looking statements, which are statements other than statements of historical facts and statements in the future tense. These statements include, but are not limited to, statements regarding our future performance and our market opportunity, including expected financial results for the first quarter of fiscal year 2021 and full fiscal year 2021, the potential impact of COVID-19 on the fitness and wellness industry in general as well as our business, our business strategy and plans, and our objectives and future operations. Forward-looking statements are based upon various estimates and assumptions, as well as information known to us as of the date hereof, and are subject to risk and uncertainties. Accordingly, actual results could differ materially due to a variety of factors, including: our ability to attract and retain our Connected Fitness and Digital subscription base; our limited operating history; our ability to anticipate and satisfy consumer preferences; the effects of the highly competitive market in which we operate; market acceptance of our Connected Fitness Products, including our newly introduced products Bike+ and Peloton Tread; our ability to successfully develop and timely introduce new products and services; our ability to accurately forecast consumer demand and adequately manage our inventory; our ability to maintain the value and reputation of the Peloton brand; a decrease in sales of our Bike; the continued growth of the connected fitness market; the loss of any one of our third-party suppliers, manufacturers, or logistics partners; our ability to achieve the objectives of strategic and operational initiatives; litigation and related costs; the impact of privacy and data security laws; and other general market, political, economic, and business conditions. Additional risks and uncertainties that could affect our financial results are included under the caption “Risk Factors” in our Annual Report on Form 10-K form filed with the Securities and Exchange Commission (SEC) for the fiscal year ended June 30, 2020, which is available on our the Investor Relations page of our website at https://investor.onepeloton.com/investor relations and on the SEC website at www.sec.gov.
Welcome: John Foley (Co-Founder, CEO)

New Products: Tom Cortese (COO)

Engagement Levers: William Lynch (President)

Supply Chain: William Lynch (President)

Key Metrics Update: Jill Woodworth (CFO)

Q/A Session
Welcome
Our Mission

Peloton uses technology and design to connect the world through fitness, empowering people to be the best version of themselves anywhere, anytime.
Unique Vertically Integrated Business

ENTIRE TECH STACK

**Hardware**
- Massive integrated touch-screens; custom integrated speakers

**Software**
- Python Cloud Services handling 5K real-time requests per second

**Media**
- Thousands of on-demand classes accessible from the cloud

**Retail**
- Robust inside sales team/operation complementing ecommerce website

**Logistics**
- Peloton employees extending brand via best-in-class in-home deliveries

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**Award-winning** Bike portfolio
**Award-winning** Tread portfolio

**Client-side software:** Custom Android/Gamified application software

**30 hours** of live television quality video streamed daily

**103 retail stores** in high-traffic locations*

**Growing global operation** of Peloton Mercedes Sprinter delivery vans

*As of 9-10-20
100% Annual Revenue Growth, 6 Years Running

Note: Reflects Fiscal Year, July 1 - June 30
Workout Growth Continues to Outpace Subscription Growth
While Building a Powerful Lifestyle Brand...

WEAR YOUR CROWN

SHOP APPAREL >

PELOTON x JEAN-MICHEL BASQUIAT.
And Keeping Our Members Happy...

94 NPS

North American Bike Owners, July 2020
...And Empowering A Highly Engaged Community

100k+ Tags Created by 795k+ Participating Members

Data as of 8:31:20
### Global Digital Disruption

<table>
<thead>
<tr>
<th>DISRUPTED</th>
<th>DISRUPTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Movies</strong></td>
<td>~40,000 local and regional theater operators</td>
</tr>
<tr>
<td><strong>Video Games</strong></td>
<td>~13,000 local and regional dedicated arcades</td>
</tr>
<tr>
<td><strong>Music</strong></td>
<td>~3,300 independent record and CD stores</td>
</tr>
<tr>
<td><strong>Books</strong></td>
<td>~38,500 local and national bookstores</td>
</tr>
<tr>
<td><strong>Fitness</strong></td>
<td>~36,500 health clubs and boutique fitness operators</td>
</tr>
</tbody>
</table>

Better experiences, more selection, and time-shifted consumption at a better location (home)...render brick and mortar locations inferior.
Big Hairy Audacious Goal...

100 NPS
100MM Subscribers
Our Plan for 100 Million Subs

1. Core U.S. Growth
2. Product Innovation
3. Geographic Expansion
4. Greater Affordability
5. Digital Expansion
6. Create the Best Place to Work in the World
In Summary...

- Massive Global Opportunity
- Powerful Unit Economics
- Deep Moats
- World-class Team
- Super Engaged Community
- Strong Balance Sheet
- Tight, Focused Plan

...I like our chances!
New Products
This bike changed an industry.
To Build BIKE+ We Had to First Ensure That We Preserved Everything That Made the First Bike So Special

<table>
<thead>
<tr>
<th>Powerful Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Connected</strong></td>
</tr>
<tr>
<td>The motivating power of a community of riders and integrated metrics that push riders to be their best.</td>
</tr>
<tr>
<td><strong>Immersive</strong></td>
</tr>
<tr>
<td>The ability to get lost in the class, lost in the music, lost in the sound of the instructor’s every word.</td>
</tr>
<tr>
<td><strong>Addictive</strong></td>
</tr>
<tr>
<td>Integrated software, hardware, and content features that make working out fun and something riders want to return to everyday.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Practical</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Convenient</strong></td>
</tr>
<tr>
<td>Wake up, clip-in, tap your screen and go. Peloton Members show up and Peloton is always ready.</td>
</tr>
<tr>
<td><strong>Compact &amp; Quiet</strong></td>
</tr>
<tr>
<td>Designed for any room in the home. Category defining design, compact footprint, and smooth, quiet operation.</td>
</tr>
<tr>
<td><strong>Value</strong></td>
</tr>
<tr>
<td>One Connected Fitness Subscription for the entire household, with unlimited use.</td>
</tr>
</tbody>
</table>
BIKE+ Was Built With Our Members Front and Center

Make the Best Even Better

The first-generation Peloton Bike redefined expectations on what the at-home fitness experience can be. Members pushed us to go even further.

Our members asked for:
- More of their favorite instructors
- More of their favorite music
- More ways to get lost in the class

Be the Centerpiece of the Home Gym

Our users’ needs have evolved and so has our content. We're offering a wider variety of fitness classes to continue to excite and challenge members.

Our members asked for:
- Classes with variety
- Strength + Cardio
- Yoga, Meditation, and more...
Enhanced, Ergonomic Handlebars
Refined Knob Design
Apple Watch Integration
8MP Camera w/Privacy Slider
24" Full HD Touchscreen
Built-in Soundbar with Immersive Audio
Enhanced, Ergonomic Handlebars
Auto-Follow Target Metrics
Updated Water Bottle Holder
Refined Knob Design
Improved Stabilizer Design
Digital Resistance System
Digital-Resistance Adjustment
Touchscreen With 360° Rotation
Refined Adjustment Design

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A More Immersive Screen and a Get-lost-in-the-Class Sound System

- Bigger, 24” Crystal Clear HD Touchscreen
- Powerful Built-in Stereo Soundbar and Subwoofer
- 8MP Video Camera with Privacy Screen
Digital Resistance System

- Responsive, Computer Controlled Bike Resistance
- Auto Follow Target Metrics Capability
- Tap to Follow Metrics
More Integrations

- Standard Bluetooth and ANT+ Heart Rate Monitor Connections
- Tap-to-Pair Apple Watch Integration
The Best Cardio Machine
Now With:

• Strength
• Yoga
• Floor Workouts
• Stretching
...and More...
# The Peloton Bike Portfolio

<table>
<thead>
<tr>
<th>Feature</th>
<th>Peloton Bike</th>
<th>Peloton Bike+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Experience</strong></td>
<td>Tried &amp; tested: Effective, fun, motivating cardio experience</td>
<td>Cardio+: Complement your cardio with strength, yoga and beyond through a dynamic swivel screen that lets you access a whole world of off-the-bike content</td>
</tr>
<tr>
<td><strong>Touchscreen Size</strong></td>
<td>22” HD touchscreen</td>
<td>24” All glass, HD touchscreen</td>
</tr>
<tr>
<td><strong>Audio System</strong></td>
<td>Rear facing speaker system</td>
<td>Built-in stereo soundbar and integrated subwoofer system</td>
</tr>
<tr>
<td><strong>Resistance Control</strong></td>
<td>Manually controlled magnetic resistance</td>
<td>Digitally controlled magnetic resistance; Auto-Follow Target Metrics</td>
</tr>
<tr>
<td><strong>Adjustments</strong></td>
<td>Customizable settings; first generation locking system</td>
<td>Customizable settings; Refined ergonomic adjustment system</td>
</tr>
<tr>
<td><strong>Screen Adjustment</strong></td>
<td>30° vertical tilt</td>
<td>50° vertical tilt; 360° rotation for quick transitions from on-bike workouts to floor-based strength, yoga, stretching and more</td>
</tr>
<tr>
<td><strong>Integration</strong></td>
<td>BLE, ANT+</td>
<td>Apple Watch, BLE, ANT+</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>Now $1,895</td>
<td>$2,495</td>
</tr>
</tbody>
</table>

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Introducing Peloton Tread
Peloton’s slat Tread has been shipping to Members for 24 months, but has already transformed thinking on what a treadmill experience should be and proven — in over 14 million miles of runs, bootcamps, and walks — that the addictive, interactive, and motivating Peloton experience can extend far beyond the bike.

“I HATED running! But I absolutely LOVE my Tread and I can’t wait to hop on and do a work out... Good bye boring running, hello exciting running!”

“The classes make having a treadmill so much better. I actually use it and feel I push myself harder without the same dread as when I do it alone. I don’t get bored anymore!”

“Love everything about it! It’s a better workout compared to the gym, it’s essentially like a personal trainer at home. The slat belt makes the run so smooth, the wheels for changing speed and incline are so intuitive, it’s a game changer. The tread was the best purchase ever!”

“Best workout machine I have ever owned. Great quality. Great user interface. Great instructors and content.”

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While Keeping What is Essential and Distinctly Peloton

**Immersive and Addictive Classes for your Household**
- Running, walking, total body, and bootcamp classes
- On and off Tread workouts that are motivating and fun
- An immersive community and the world’s best instructors

**Beautiful, Comfortable, and Intuitive Design**
- Workout with a tap of the integrated touchscreen
- Control via innovative speed and incline knobs, jump buttons, or on-screen shortcuts
- For a range of user heights, weights, and preferences

**High Performance and Connected**
- Workouts with Tread Members everywhere
- Performance tracking and comparison
- Competitive speed and incline ranges with interactive leaderboard
But, We Want to Make this Incredible Experience Even More Accessible

More Affordable

For More Homes

In More Parts Of The World
And All That Makes it Distinctively Peloton

24" 1080p Touchscreen
50 Degree Vertical Tilt for Tall Users, Lower Mounting For More Intimate Off-Tread Viewing

8MP Camera w/ Privacy Slider

Integrated Stereo Soundbar and Subwoofer
Distance Shown in Miles or Kilometers
Compact Water Tray With Rubber Insert
Speed Knob With Jump Button 0-12.5 mph (0-20 kph)

Easy-to-Use, Magnetic Safety Key

Incline Knob With Jump Button 0-12.5%

Impressive Compactness With No Front Shroud

Contrast Color Red Marking for Visibility
Gripping Belt Pattern

Durable 20" Wide PVC Running Belt Damper-Suspension Deck Structure

Low-Profile, 8" Step-Up Height
Giving More People Access to an Incredible Tread Experience

More Affordable

• Classic running belt
• 24” screen

For More Homes: 30% Smaller Than Tread+

• Smaller overall footprint
• Shorter step-up height
• Quieter
• Lighter

In More Parts of the World: 3 New Markets

• Bringing Tread to homes in Canada, UK and Germany for the first time
• Updated accessories and metrics
• German language classes and subtitles
## Peloton Tread Line Compared

### Experience
Running transformed - take running, bootcamp and more classes from the comfort of your home.

### Running feel
- **Standard belt | Damper suspension**
- **Premium surface | Slat-belt | 59 shock-absorbing rubber slats**

### Screen
- **24" 1080p | 50 deg vertical tilt**
- **32" 1080p | 30 deg vertical tilt**

### Audio
- **26 W, 600 cc stereo soundbar & integrated woofer**
- **20 W, 1500 cc stereo soundbar**

### Dimensions
- **30% smaller | 68" L x 33" W x 62" H | 8" step-up height**
- **72.5" L x 36.5" W x 72" H | 11.5" step-up height**

### Speed + Incline
- **0 - 12.5 mph controlled via knobs or screen shortcuts**
- **0 - 12.5 mph controlled via knobs or screen shortcuts**
- **0 - 12.5% controlled via knobs or screen shortcuts**
- **0 - 15% controlled via knobs or screen shortcuts**

### Integration
- **BLE | ANT+**

### Safety
- **Removable key | Running belt center line**

### User requirements
- **105 - 300 lb | 4'11" - 6'4"**

### Unit weight
- **30% lighter | 290 lb**
- **450 lb**

### Availability
- **More markets | US, Canada, UK, DE**
- **US**

### Price
- **$2,495**
- **$4,295**
Engagement Levers
The Global Leader in Streaming Fitness – From Cycling to Over 10 Fitness Modalities in 4 Countries

- January 2014: Cycling
- March 2014: Cycling (Scenic)
- April 2015: Strength & Stretching
- October 2016: Yoga & Meditation
- May 2018: US Tread Content (Running, Bootcamp, Walking, Scenic)
- June 2018: Yoga & Meditation
- December 2018: Yoga & Meditation
- January 2019: Outdoor Running & Walking
- November 2018: UK Cycling
- February 2019: Cardio
- August 2018: Outdoor Stretching & Bootcamp
- November 2019: DE Cycling
- May 2019: US Tread Content (Running, Bootcamp, Walking, Scenic)
- April 2019: Audio Only Meditation
- March 2020: Dance Cardio
- FY21 Concepts in Development
- September 2020: US Strength Studio & DE/UK Strength Expansion
The Power of Peloton Content

Our content is unmatched in variety and depth. With thousands of classes in our library, our members engage in new/live content and retake their favorites on-demand.

- Emma Lovewell’s 10 min Core has accumulated over 1m workouts since release
- Over 23k live workouts and 312k total workouts to date on Cody Rigsby’s 30min Britney Spears Ride. Premiered: 7/15/20
- Over 10k live workouts on Chelsea Roberts’s 10 min Breathe In, Speak Up Meditation
Programming Content to Maximize Engagement

10 Fitness Disciplines (And Growing)
- Cycling
- Strength
- Stretching
- Running
- Meditation
- Yoga
- Walking
- Outdoor
- Bootcamp
- Cardio

Innovative Programming
- Classes for every member
- Credible fitness programs
- Artist & music series

Content Community Moments
- All for One
- Live from Home
- Together We Go Far
- Gratitude Meditation + The Comeback

Partnerships & Brand Campaigns
- ESPN All-Star Rides (May 2020)
- PyeongChang Olympics (February 2018)
And We Continue to Add More...

Our modality offerings continue to grow, variety is an attraction point for new and current members.

When our members told us they wanted to try something new, we surprised them with Dance Cardio – driving 18x growth in our overall Cardio Discipline. Over 900k Dance Cardio classes have been completed since the launch in March.

What will be next?
And We're Extending our Lead in Music

Over **5M classes** have been taken from our Artist Series.

Largest Connected Fitness Music Library – over **2M songs** to enhance variety in class.

- **7/1**: Whitney Houston - 445K+ workouts to date, and counting
- **7/8**: Grateful Dead - 40K+ workouts to date, and counting
- **7/15**: Britney Spears - 770K+ workouts to date, and counting
- **7/22**: Lil Wayne - 265K+ workouts to date, and counting
- **7/29**: Common - 60K+ workouts to date, and counting
- **8/3**: Max Richter - 17K+ workouts to date, and counting
- **8/5**: Ellie Goulding - 140K+ workouts to date, and counting
- **8/12**: Prince - 715K+ workouts to date, and counting
- **8/26**: The Weeknd - 50K+ workouts to date, and counting
- **8/28**: Deadmau5 - 30K+ workouts to date, and counting

Data as of 8-28-20
We’re Adding More Content Production Capacity

Peloton Studios New York
36,000 square feet, including four studios capable of 4K resolution streaming, food and beverage, retail space, Member lounges

Peloton Studios London-Floral Street (Spring ‘21)
31,000 square feet, three floors including three studios, food and beverage, retail space, and Member lounges
Our instructors are more than just world-class fitness guides. Our team of 33 international experts are influencers, experts, brand ambassadors and member advocates, creating a connection to our members; a primary driver to our success.
What Are We Getting for All This Content Investment? *High Return*
Our Members are Increasingly Going Beyond Cycling for Workouts

![Chart showing total workouts by discipline for FY2020, FY2019, FY2018, and FY2017, with percentages for cycling, strength, floor, meditation/yoga, running, and outdoor activities.](image-url)
Digital Members Embracing Strength, Meditation and Yoga

Total Workouts by Discipline (Digital)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cycling</th>
<th>Strength</th>
<th>Floor</th>
<th>Meditation/Yoga</th>
<th>Running</th>
<th>Outdoor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20</td>
<td>36%</td>
<td>22%</td>
<td>11%</td>
<td>11%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>FY19</td>
<td>53%</td>
<td>14%</td>
<td>7%</td>
<td>6%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>FY18</td>
<td>88%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY17</td>
<td>90%</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Growing Adoption of Cross-Vertical Training

PERCENTAGE OF CONSUMER CF SUBSCRIPTIONS UTILIZING WORKOUT TYPE IN YEAR

- CYCLING
- STRENGTH
- FLOOR
- MEDITATION/YOGA
- OUTDOOR
- RUNNING

WORKOUT YEAR

FY2017
FY2018
FY2019
FY2020
International Engagement Comparable to U.S.

AVERAGE WORKOUTS PER CONNECTED FITNESS SUBSCRIPTION

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And We Continue to Expand Access Points

- 2015: iOS
- 2018: Web Content
  - Android
- 2019: Fire TV
  - Chromecast
- 2020: Android TV
  - Apple TV
  - Roku
As Community Grows & Social Deepens, So Does Our Strategic Moat

- **High Fives**
  - 248M high fives sent in FY20

- **Tags**
  - Over 100K tags created by Members
  - 795K Members have at least one tag on their profile

- **FB group members**
  - Official Peloton Member Page: 333K
  - Official Moms Group: 56K

- **Instructor IG followers**
  - 4.3M followers across 34 accounts

- **Others**
  - Peloton brand Instagram on track to hit 1M followers in September
  - Peloton gifs in Instagram Stories have been viewed 26.1 million times; averaging ~50k views a day in August

All data as of 8-31-20
All Boats Rising – Newer Cohorts Have the Highest Engagement; Older Cohorts Continue to Grow

![Chart showing average CF subscription workouts/month by activation cohort for FY2017 to FY2020.](chart.png)
Supply Chain
Our Goal: Be the **Scale, Cost, Quality & Speed-to-Market** Leader in the Connected Fitness Market
Our Vertical Integration & DTC Capabilities are a **Competitive Advantage**

**BECAUSE:** It is Not Simply a Transaction, it’s a **Service & Relationship**.
Significantly Ramping Investments to Increase Scale, Automation/Efficiency & Advantage

Areas of Focus

• Automating existing factories
• Shin Ji build out
• Belt tread scale
• Asia middle mile
• Quality labs
Capacity Expansion - New Shin Ji Factory (opening December ‘20) with 1.5M/yr Unit Production Capacity

Across Tonic/Shin Ji & Partners, We’re Planning 2-3 years Out to Support our Growth
Quality & Innovation – 3 New Peloton Owned Quality Labs Built FY’19–’21

a3 New Quality Labs

• FY 19 Taichung
• FY 20 Secaucus
• FY 21 Shin Ji
Quality and Innovation – R&D lab (Taichung Facility)

3 Floors –
Approximately 5,500 sq ft of Quality, Development, and Office Space
Quality and Innovation - R&D Lab (Secaucus NJ)

Assets and Capabilities:

- Tread and Bike Lifecycle tester
- Bike Dyno
- Instron E10000 Linear-Torsion Tester
- Hardness inspection
- Surface roughness
- Walk-in Anechoic Chamber
- Vibration table
- Walk-In Environmental Test Chamber
- Pre-Compliance Lab
- Zeiss Contura CMM
- Faro Arm and OMM
Expanding Last Mile: Unprecedented Capability to Deliver & Service Tech-Enabled Fitness Equipment

**Investing in Infrastructure - we expect to:**
- Grow to 7 major DC’s in FY21 (>1.2M sq ft)
- Expand to over 105 Last Mile Hubs covering 95% of US population
- Double our vans/fleet through FY21, triple by FY23

**Differentiators - we expect to:**
- 95% of last mile hubs within next day to DC
- 95% of US population within 75 miles of a hub
- Capability to service large majority of population within 24-48 hours
- Assembly operations in 2 largest markets
Key Metrics Update
Peloton Demographic: Households aged 18-70 with $50k or more in household income (or equivalent)

Peloton TAM: Households that may or may not be interested in purchasing a Peloton product today, but could be interested in the future. Defined as households with broadband internet and that own or are open to purchasing subscription fitness

Peloton interest: Households that express interest in learning more about at least one Peloton product without seeing price

Peloton Connected Fitness + Digital household SAM: Estimated households that are interested in purchasing one or more current Peloton products at current price

Peloton Connected Fitness household SAM: Estimated households that are interested in purchasing one or more current Peloton products at current pricing

Brand and product awareness drives purchase intent (SAM). To date, the vast majority of our advertising spend has been allocated to Bike. Bike aided awareness is more than double Tread aided awareness. We expect Tread SAM to grow significantly as we market new Tread in FY 2021.

With 1M global CF subscriptions, we are ~7% penetrated vs. ~4% in 2019

Accounting for households that purchase 2+ units, 2020 Connected Fitness unit SAM is 20 Million representing +43% growth over 14M in 2019

Includes: U.S., U.K., Canada, and Germany
Source: Peloton Global TAM Study, July 2020
High Engagement Driving Low Churn

AVERAGE NET MONTHLY CONNECTED FITNESS CHURN

FY 2017 - FY 2020
Average 0.64%
Retention Shows Stickiness of our Platform

CF SUBSCRIPTION RETENTION BY AGE

MONTHS SINCE ACTIVATION

SUBSCRIBER RETENTION
Demographics: 25-34s Fastest Growing

US BIKE CONSUMER BASE BY AGE FY14 - FY20

<table>
<thead>
<tr>
<th>Year</th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>15%</td>
<td>34%</td>
<td>35%</td>
<td>35%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>FY16</td>
<td>18%</td>
<td>34%</td>
<td>33%</td>
<td>29%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>FY18</td>
<td>20%</td>
<td>35%</td>
<td>29%</td>
<td>12%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>FY20</td>
<td>2%</td>
<td>29%</td>
<td>37%</td>
<td>21%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>

5% of the US population is aged 25-34, according to FY20 data.
Less Affluent Households Building Share

US BIKE CONSUMER BASE BY HOUSEHOLD INCOME FY14 - FY20

- **US POP**: 40% UNDER $50K, 30% $50K - $100K, 14% $100K - $150K, 7% $150K - $200K, 9% $200K+
- **FY20**: 8% UNDER $50K, 38% $50K - $100K, 24% $100K - $150K, 9% $150K - $200K, 21% $200K+
- **FY18**: 6% UNDER $50K, 33% $50K - $100K, 24% $100K - $150K, 9% $150K - $200K, 28% $200K+
- **FY16**: 6% UNDER $50K, 31% $50K - $100K, 22% $100K - $150K, 9% $150K - $200K, 32% $200K+
- **FY14**: 5% UNDER $50K, 24% $50K - $100K, 21% $100K - $150K, 9% $150K - $200K, 41% $200K+

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Connected Fitness Subscription Growth Remains Priority

- **We will prioritize:**
  - Connected Fitness Subscription growth over profitability
  - Margin dollars over margin percent

- **Continued investments:**
  - New products & content modalities
  - Software & Member experience
  - Manufacturing & operations
  - International expansion

* Represents mid-point of FY21 guidance ranges
Thank You