



Orangetheory Fitness Adopts Matterport Digital Twins to Manage Studio Operations

February 2, 2022

Global fitness franchise leverages Matterport digital twins to streamline brand consistency across more than 1,250 U.S. locations

SUNNYVALE, Calif., Feb. 02, 2022 (GLOBE NEWSWIRE) -- Matterport, Inc. (Nasdaq: MTTR), the leading spatial data company driving the digital transformation of the built world, today announced that Orangetheory®, the fast-growing fitness franchise, will utilize Matterport Capture Services to scan and create digital twins of all its U.S. studios, ensuring design and layout are consistent with global brand guidelines. With more than 1,250 studios across the U.S., Orangetheory's operational teams will gain significant cost and time savings by enabling highly efficient collaboration, analysis, and decision making using digital twins of its studios remotely.

"As we continue to grow the number of our studios across the U.S. and across the globe, it becomes increasingly difficult to access information about specific locations and make informed business decisions," said Mike Mettler, Chief Development Officer of Orangetheory Fitness. "With Matterport digital twins, we become equipped with accurate, reliable data that allows us to improve our studios and better serve our members. Throughout the process, the efficiency and ease of Capture Services saves us thousands of dollars in travel and labor costs."

To ensure consistency across its U.S. studios, Orangetheory requires accurate, up to date visuals of new and existing locations. Using Matterport Capture Services to create digital twins – photorealistic, 3D replicas of each studio – the company can virtually assess whether a studio is consistent with brand guidelines and advise on required updates, reducing the travel and time required to verify conditions of all locations. In addition, Orangetheory franchisees equipped with a digital twin of their studio can provide a 3D walkthrough of their space for prospective members.

"Orangetheory is a great example of a retailer with the newfound ability to improve their operations across many studio locations, by using digital twins to streamline a typically lengthy and costly process," said Stephanie Lin, Senior Director, Global Retail Strategy for Matterport. "Matterport simplifies the process of obtaining site measurements, verifying store design and layouts, and the ongoing coordination and documentation required between teams. All of this enables retailers to make quicker, well informed decisions that will significantly improve productivity and reduce travel expenses from costly site visits."

Learn more about Matterport for Retail [here](#). See a Matterport digital twin of the Orangetheory location in Fulshear, Texas [here](#).

About Matterport

Matterport, Inc. (Nasdaq: MTTR) is leading the digital transformation of the built world. Our groundbreaking spatial data platform turns buildings into data to make nearly every space more valuable and accessible. Millions of buildings in more than 194 countries have been transformed into immersive Matterport digital twins to improve every part of the building lifecycle from planning, construction, and operations to documentation, appraisal and marketing. Learn more at matterport.com and browse a [gallery of digital twins](#).

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Forward-Looking Statements

This document contains certain forward-looking statements within the meaning of the federal securities laws, including statements regarding the benefits of the business combination, the services offered by Matterport, Inc. ("Matterport") and the markets in which Matterport operates, business strategies, debt levels, industry environment, potential growth opportunities, the effects of regulations and Matterport's projected future results. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "forecast," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions (including the negative versions of such words or expressions).

Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this document, including the expected benefits of Matterport's partnership with Orangetheory Fitness, Matterport's ability to implement business plans, forecasts, and other expectations in the industry in which Matterport competes, and identify and realize additional opportunities. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in documents filed by Matterport from time to time with the U.S. Securities and Exchange Commission (the "SEC"). These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on

forward-looking statements, and Matterport assumes no obligation and, except as required by law, does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Matterport does not give any assurance that it will achieve its expectations.