Getting people moving:

Our work around the world
ACE believes that even a moderate amount of physical activity every day enhances health, prevents costly inactivity-related disease and contributes to a more joyful life. On an array of fronts in 2018, we put that belief into tangible action.

EXECUTIVE TEAM

SCOTT GOUDESEUNE
Chief Executive Officer

CEDRIC X. BRYANT, Ph.D., FACSM
President and Chief Science Officer

ALEX MIRNEZAM, MBA
Chief Financial Officer

SHANE KINKENNON
Chief Operating Officer

AMANDA CASS
Executive Vice President, Finance and Human Resources

GRAHAM MELSTRAND
Executive Vice President, Engagement

DAVID FISCHER
Vice President, Online Business and Technology

ACE, American Council on Exercise, , ACE IFT and ACE Integrated Fitness Training are all registered trademarks of ACE. Other trade names used herein are for identification purposes only and may be trademarks of their respective companies.
Certification

The foundation of our approach to getting people moving is the certification of well-qualified exercise professionals and health coaches. The more professionals we certify, the greater the impact of the science-based physical-activity and behavior-change programming that they deliver.

Our four primary certifications are accredited by the National Commission for Certifying Agencies (NCCA)—considered the gold standard when it comes to accreditation of programs that certify professionals in healthcare, fitness, wellness and other occupations.

The number of ACE® Certified Professionals continued to grow in 2018, with a 19% increase in ACE Certified Health Coaches.

Key partnerships

ACE served on numerous national advisory panels and forged collaborative relationships with leaders in the realm of population-health improvement including:

- World Health Organization
- U.S. Centers for Disease Control and Prevention
- Health Enhancement Research Organization
- National Academy of Medicine
- National Coalition for Promoting Physical Activity
- International Consortium for Health & Wellness Coaching
- Universal Fitness Innovation & Transformation
- National Association for Physical Literacy

Prescription for Activity (PfA) Task Force

In 2018, ACE called upon influencers across clinical care, disease prevention, community health, philanthropy, insurance payers and more to pursue the outcomes specified in the Prescription for Activity (PfA) systems-change map. The map, developed by a cross-functional task force convened by ACE, charts the course for how healthcare, working in concert with the communities it serves, can be mobilized to its full potential to help more Americans reach recommended physical-activity levels.

Visit www.prescriptionforactivity.org to learn more.

“ACE is committed to serving as a convener and collaborator, representing the physical-activity promotion and lifestyle behavior-change agendas to advance our mission and expand our impact to get more diverse individuals and communities moving toward active, healthier lifestyles.”

CEDRIC X. BRYANT, Ph.D., FACSM
President & Chief Science Officer,
American Council on Exercise

Population health improvement

In 2018, ACE continued to cultivate partnerships across sectors to help set the table for far more Americans to reach federally recommended physical-activity levels and stave off chronic disease as a result.

PERSONAL TRAINERS

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<th></th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>+13%</td>
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GROUP FITNESS INSTRUCTORS

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<tr>
<th></th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td></td>
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<td>+6%</td>
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HEALTH COACHES

<table>
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<tr>
<th></th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>+19%</td>
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MEDICAL EXERCISE SPECIALISTS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>+2%</td>
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43.1 MILLION
Estimated number of client sessions conducted by ACE Certified Personal Trainers in 2018*

3.7 MILLION
Estimated number of classes led by ACE Certified Group Fitness Instructors in 2018*

2.3 MILLION
Estimated number of coaching sessions conducted by ACE Certified Health Coaches in 2018*

*Figures based on number of personal trainers, group fitness instructors, health coaches and the average number of client sessions and classes per week. Averages are based on survey data collected from ACE Certified Professionals.
Advocacy

In D.C. and state capitals

In 2018, ACE organized 791 exercise professionals and health coaches to contact their members of Congress to advocate for passage of the Personal Health Investment Today (PHIT) Act.

In Louisiana, ACE helped prevent legislation that would inadvertently prohibit holders of voluntary certifications (like ACE's and the other members of the Coalition for the Registration of Exercise Professionals) from referring to themselves as "certified" in their field of expertise.

In Washington, D.C., Los Angeles and Indianapolis, ACE hosted workshops for ACE Certified Professionals seeking to learn how to become policy advocates for physical activity and healthy lifestyles.

Advancing standards for the profession

ACE is among the most vocal advocates for consistent standards of professionalism for exercise professionals and health coaches. In 2018, ACE served on boards and committees that improve the quality of education, credentialing and workplaces for the exercise professional, including:

- Board of Commissioners for the National Commission for Certifying Agencies of the Institute for Credentialing Excellence
- Facility Certification Committee (hosted by the Medical Fitness Association)
- Coalition for the Registration of Exercise Professionals
- International Coalition for the Registration of Exercise Professionals
- Committee on Accreditation for the Exercise Sciences (hosted by the Commission on Accreditation of Allied Health Education Programs)
- Europe Active/European Registry of Exercise Professionals (EREPS)
- Committee on Accreditation for Education Programs for Kinesiotherapy (CoA-KT)

Getting Congress moving

Thirty members of the U.S. Congress and more than 700 of their staffers participated in the annual ACE Congressional Fitness Challenge, collectively walking nearly 120,000 miles in 6 weeks.

Like-minded collaborators

ACE advocated with allies including:

- PHIT (Personal Health Investment Today) Act Coalition
- Campaign to End Obesity Action Fund
- Obesity Care Advocacy Network
- National Physical Activity Plan Alliance

By the Numbers

| 60 | Number of federal pieces of legislation tracked |
| 255 | Number of state pieces of legislation tracked |
| 5 | Number of comments written and submitted on active legislation and regulatory issues |
| 33 | Number of public officials and staff briefed in person |

Science and research

ACE funds university-based research investigating the effectiveness of exercise programs and products, and the efficacy of behavior-change intervention, with ACE contributing more than $270,000 in research awards in 2018.

Five examples of ACE-sponsored studies that advanced scientific understanding in 2018:

- Telehealth exercise intervention with pediatric heart transplant patients
- Impact of increased standing desk time on cardiometabolic health
- Is high-intensity interval training (HIIT) superior to moderate-intensity exercise training?
- Effectiveness of exercise programming with the ACE Integrated Fitness Training® (ACE IFT®) Model
- Preventing accelerated summertime weight gain in youth at risk for type 2 diabetes
Community engagement and partnerships

ACE partnered with several nonprofit organizations that are pioneering physical-activity experiences directly in communities and neighborhoods, most at low or no cost.

Donation-funded scholarships

**IDEA SCHOLARSHIP** – ACE sent five deserving ACE Certified Professionals to the annual IDEA World Convention courtesy of Peter and Kathie Davis, who established the IDEA Health & Fitness Association, the predecessor to ACE, in 1982.

**ACE’S SENIOR EMPOWERMENT SCHOLARSHIP** – ACE provided educational scholarships to multiple organizations across the nation in an effort to increase free and low-cost physical-activity opportunities for senior-age adults. These scholarships were possible due to a grant from the Brunswick Public Foundation.

Key community partnerships

**3 WINS FITNESS** – ACE educated and certified the volunteers of 3 WINS Fitness to expand free community-fitness programs in Los Angeles County, delivered by California State University, Northridge kinesiology students.

**FITNESS GEORGETOWN** – ACE helped Fitness Georgetown increase the availability of free or low-cost physical activities and wellness check-ins for youth across Washington, D.C.

**LEMON GROVE HEAL ZONE** – In the Lemon Grove neighborhood of San Diego, ACE trained community leaders to deliver free, family-focused physical-activity opportunities in once-empty parks and recreation facilities.

**OPEN SOURCE WELLNESS** – In Oakland, CA, ACE supported Open Source Wellness to better connect physicians’ prescriptions for more exercise with accessible, sustainable options for patients.

**SPORTS BACKERS** – For Sports Backers of Richmond, VA, ACE educated and certified local Fitness Warriors who offer free group fitness classes in communities with high rates of chronic disease.

International partnerships

Through strategic partnerships with vocational schools, institutions of higher learning and major health club chains spanning from China to Finland, ACE expanded the global footprint of ACE Certified Professionals:

<table>
<thead>
<tr>
<th>INTERNATIONAL EXAM CANDIDATES</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Total visits</td>
<td>5,537</td>
<td>7,216</td>
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<table>
<thead>
<tr>
<th>NEW ACE CERTIFIED PROFESSIONALS SERVING THE INTERNATIONAL COMMUNITY</th>
<th>2017</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td>Total visits</td>
<td>3,584</td>
<td>5,045</td>
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Moving the public

By engaging the news media, ACE spreads the message of the need for increased physical activity. In 2018, ACE generated 643 unique stories that ran 4,482 times and garnered more than 8.4 billion impressions globally.

- Unique stories **increased 24%** over 2017
- Global impressions **increased by 26%** over 2017

**SOCIAL MEDIA INFLUENCE**

(January 1-December 31, 2018)

<table>
<thead>
<tr>
<th>ACE INSIGHTS BLOG</th>
<th>ACE HEALTHY LIVING BLOG</th>
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<tbody>
<tr>
<td>Total visits</td>
<td>Total visits</td>
</tr>
<tr>
<td>2,866,277</td>
<td>3,534,018</td>
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<tr>
<td>Unique visitors</td>
<td>Unique visitors</td>
</tr>
<tr>
<td>2,635,710</td>
<td>3,002,144</td>
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