

Value Proposition **Batuka**

Get ready for 'Batuka, The Beat of Life,' a dance-fitness program with an unusual background and a fascinating founder

The man behind Batuka is Kike (pronounced "kee kay") Santander, among Latin America's top music producers, and that's no hyperbole.

Santander has written and produced music for the likes of Carlos Santana, Gloria Estefan, Jennifer Lopez, Marc Anthony, Luis Miguel, and many others. He's among the founding members of the Latin Grammy Academy and currently serves as the chairman emeritus of the organization's board. He's also a four-time Latin Grammy Award winner.

In 2005, Santander was general director of Spain's No. 1 music reality television show, *Operación Triunfo*, the country's answer to *American Idol*. His job was to nurture the talent, counsel them musically and emotionally, and oversee their overall health and well-being during each show's grueling three-month run.

Bringing Batuka to North America

Batuka, The Beat of Life, a dance-fitness program already popular in Spain, will make its North American debut next month at IHRSA's 30th Anniversary International Convention and Trade Show in San Francisco.

"The Batuka booth on the trade-show floor will feature demonstration programs and group classes powered by me and a live band," says Batuka founder Kike Santander. In addition, Santander and Batuka executives will present an in-depth seminar for club owners and operators. ─

In addition to his musical background, Santander is a physician/surgeon and has more than 25 years of experience in practical psychology. (He comes by the combination honestly: his father was a dentist and a singer.) Concerned

about the toll that stress was taking on the show's contestants, Santander developed several exercise routines integrating his original music and movements for the contestants.

The contestants were so happy and the results so profound that Santander and Endemol, the show's producer, introduced his new fitness program, Batuka, to the public and health clubs via a series of DVDs. Santander composed dozens of fresh new songs and professional routines. The Batuka DVD series immediately sold more than 1.5 million copies, generating initial revenues of more than \$40 million. In fact, Batuka was so popular that five of its songs became top-10 hits in Spain.

What Batuka's all about

"Batuka integrates movement with music into a seamless, fitness-wellness experience that's designed to have a positive impact on the entire individual—physically, emotionally, and psychologically," Santander explains. "Each Batuka program incorporates a deep, comprehensive approach to movement and improved understanding about how movement is expressed to bring about profound and positive change. The

Batuka offerings provide a complete menu of group-fitness and nutrition components."

As far as ongoing development is concerned, Batuka has assembled what Santander calls a "dream team" of



Kike Santander



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fitness professionals, veteran club operators, and professional ballroom dancers and choreographers. Every routine employs Batuka's proprietary "Progressive Choreography." Through the system, simpler, easy-to-follow choreography is introduced and, then, evolves to produce more complex steps and movements. Each program features 10 Batuka songs. Current programs include:

- *Batuka Force: The Strength of Movement*, a high-intensity experience that integrates strength training using body weight for encouraging lean muscle production.
- *Batuka Cardiofit: The Power of Movement*, a high-intensity experience that integrates strength training for maximum fat-burning and encourages lean muscle production.
- *Batuka Zen Flow: The Integration of Movement* brings Pilates and yoga together with Batuka music.
- *Batuka Zen Power: The Intensity of Movement* provides high-energy yoga and Pilates moves to challenge and inspire.
- *Batuka Fight: The Discipline of Movement* integrates such mixed martial arts as Karate, Taekwondo, Muay Thai, kickboxing, Kung Fu, and Capoeira.
- *Batuka Junior: The Future of Movement* is a shorter, fun program set to kid-friendly original music with the goal of helping kids establish healthier lifestyles.
- *Batuka Nourish: The Fuel of Life* is an advanced nutrition system developed by nationally recognized nutrition authority Dr. Miriam Nelson.

Batuka also offers "an immersive workshop experience for instructors to develop comprehensive Batuka knowledge, and also be challenged to strive for personal improvement so they can lead



A Batuka blast at DiR Fitness in Barcelona, Spain

the best classes available," points out Santander. "We award continuing education credits from the top certifying agencies, and have our own internal path of improvement based upon the principles of martial arts. Batuka-approved professionals will have the tools, the choreography, and the music they need in order to begin teaching Batuka immediately," he explains.

In addition to his dance-fitness programs, Santander has also established the Batuka Charitable Foundation. This nonprofit will contribute a portion of all Batuka profits to provide opportunities for underprivileged communities to benefit from music and movement as a way to combat obesity.

Early last year, Santander relocated to Los Angeles, in part to grow the Batuka program. After attending IHRSA's 29th Annual International Convention and Trade Show in San Diego that year, he made the decision to bring the program to the U.S. and Canadian markets through certified fitness professionals and clubs (see "Bringing Batuka to North America"). —

"Compassion Is Our Mission"

Batuka founder Kike Santander wants Batuka to be known as a company with heart. "We care for people. We want to heal people physically and emotionally. And we do so with beautiful music and movement."

Santander puts his money where his mouth is via The Batuka Foundation and the Batuka Junior program. "Our foundation will bring music and movement into neighborhoods where the underprivileged strive only to survive," he says. "And Batuka Junior, offered free of charge to clubs utilizing other Batuka programming, will set young people on a path to wellness."