

PRESS RELEASE

LifeFit Group MidCo GmbH
Hanauer Landstr. 148a
60314 Frankfurt

T +49 69/40 8016000
presse@lifefit-group.com
lifefit-group.com

LifeFit Group Acquires Additional Fitness Clubs Just Weeks After Ownership Change

Frankfurt am Main, 14 October 2024. LifeFit Group acquires Buena Vista Fitnessclub GmbH, a leading fitness provider in the Ostwestfalen-Lippe region of North Rhine-Westphalia, thereby continuing its growth strategy initiated prior to the recent ownership change. The company comprises five fitness clubs with nearly 10,000 members.

LifeFit Group was acquired by Waterland Private Equity Investments in September. At the same time, the group announced its intention to continue and accelerate its “buy-and-build” growth strategy with its new owner. The acquisition of Buena Vista Fitnessclub GmbH marks the first step in fulfilling this commitment.

The strategic goal of this acquisition is to establish and strengthen LifeFit Group’s presence in North Rhine-Westphalia, particularly in the area around Bielefeld. With this acquisition, LifeFit Group can leverage Buena Vista’s strong local presence to achieve this objective. The clubs are located in Detmold and Lemgo as well as more rural areas such as Horn-Bad Meinberg, Leopoldshöhe-Asemissen and Blomberg.

The Buena Vista studios feature state-of-the-art equipment from providers like EGYM. Their setup is similar to the offering at Fitness First RED. Once the acquisition is completed, LifeFit Group will begin preparations to integrate the clubs into the group and rebrand them as Fitness First RED. The rebranding is currently planned for completion in the first quarter of 2025.

The previous owners of Buena Vista Fitnessclub GmbH, Dr. Thomas Kruse and Kay Hartmann, will oversee the transition and integration into LifeFit Group before moving on to projects outside the fitness industry. “We have invested a lot of joy, time and effort into founding and building Buena Vista Fitnessclub GmbH. Now it’s time for us to pass on the responsibility so we can focus on other projects in our lives,” said the two previous owners. They added, “We are confident that our employees and our clubs are in good hands with LifeFit Group, which makes it much easier for us to let go.”

Christophe Collinet, CCO of LifeFit Group, commented: “The expertise of Thomas, Kay and their professional team will help us better understand the local market during the transition period and ensure we seamlessly continue the success story of these clubs as part of LifeFit Group.” Johannes Maßen, CEO of Fitness First, added: “We are especially looking forward to working with the employees. It is important to us to preserve the strengths of Buena Vista while ensuring that both the employees and the clubs benefit from being part of LifeFit Group and the Fitness First RED brand.”

ABOUT LIFEFIT GROUP

LifeFit Group is a leading fitness and health platform in Germany, uniting several fitness brands under one roof. The Group is committed to inspiring and supporting its customers to improve their lives through personalized, varied and purposeful health and fitness experiences. Fitness First is LifeFit Group’s best-known and largest brand. With Fitness First BLACK, the gym chain offers upscale benefits and services, while Fitness First RED offers a special workout space concept for a wide range of customers with an appealing modular pricing. Elbgym complements the multi-brand offering as an exclusive performance fitness provider with its unique and strong community. The fitness concepts of Barry’s, the pioneer of indoor high-intensity interval training, The Gym Society, the innovative compact studio concept from the Netherlands, as well as the Club Pilates brand and YogaSix from Xponential Fitness complete the LifeFit Group portfolio. For more information, visit www.lifefit-group.com.

Press

LifeFit Group

Mareike Scheer

Group Communications Manager

Phone: +49 (0)152 22930014

Email: presse@lifefit-group.com

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Adel & Link Public Relations

PR team LifeFit Group

Olivia Dudek / Natalie Link

Phone.: +49 (0)173 5658546

Email: lifefit-group@adellink.de