

PRESS RELEASE

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LifeFit Group Accelerates Growth Path Through Strategic Acquisitions

Frankfurt am Main, 29 October 2024. LifeFit Group continues its growth trajectory. Following the acquisition of 19 fitness clubs from MA Holding GmbH at the beginning of this year and the rebranding of these clubs to Fitness First RED, as well as the takeover of another 5 fitness clubs with a rebranding under way just four weeks ago, LifeFit Group is now expanding its network by an additional 15 fitness clubs. This growth increases the group's portfolio by 30% to 165 sites and reinforces the group's mission to reach 250+ clubs in 2028.

The newly acquired fitness clubs, with over 30,000 active members and sites in Darmstadt, Frankfurt and surrounding regions, belong to the brands Body Culture, Fitnessfabrik, Amanusa, and Intenso. Until now, these fitness clubs have been centrally managed by MyLifeStyleClub GmbH, covering areas such as operations, member administration, and marketing. With the acquisition, all 15 fitness clubs as well as the main management company will be integrated into LifeFit Group's portfolio.

This acquisition underscores the buy-and-build growth strategy of LifeFit Group under its new owner Waterland. The modern studios not only expand the existing portfolio but also strengthen the group's network in an economically significant metropolitan area.

The integration of the 15 fitness clubs into the Fitness First brand is already planned to further enhance the presence of LifeFit Group's leading brand. The majority of the clubs are expected to be positioned as Fitness First RED Clubs, offering a wide range of training options at attractive prices. Some locations that stand out due to their location, equipment, and services will be operated as Fitness First BLACK Clubs. These clubs cater to higher customer demands and offer additional services. The rebranding is expected to be completed in the second quarter of 2025.

With the sale of their shares, former owners Mario Görlach and Christian Phillippovitsch are stepping back from the operational management of the Body Culture Group to focus on other projects. Christian Phillippovitsch, who founded the 15 fitness clubs together with his team

and has been active in the fitness industry for over 30 years, was pleased to hand over his company and employees to a trustworthy new owner. He will provide advisory support to LifeFit Group for the first six months to ensure a smooth transition.

“In recent years, we have significantly expanded our studio network across Germany,” said Christophe Collinet, CCO of LifeFit Group. “I am particularly pleased about the current acquisitions in Frankfurt, Darmstadt, and the surrounding areas, which strengthen our presence at the LifeFit Group headquarters in Frankfurt. I am grateful that Christian and Mario have placed their trust in us.” Johannes Maßen, COO of the LifeFit Group & MD Fitness First, added: “Frankfurt is the birthplace of Fitness First and LifeFit Group. We are very familiar with the region and look forward to welcoming the new employees into the LifeFit Group family.”

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, 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.

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