

PRESS RELEASE

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LifeFit Group Acquires SportsUp In Wiesbaden And Expands Its Premium Segment

Frankfurt am Main, 7 January 2025. The premium fitness club SportsUp in Wiesbaden is under new ownership. In the future, the club will operate under the Fitness First brand. With this acquisition, LifeFit Group strengthens its premium segment Fitness First BLACK in an economically significant metropolitan area.

As part of its buy-and-build growth strategy, LifeFit Group has made another acquisition with the takeover of SportsUp, investing in the expansion and development of its premium segment. Plans are in place to further modernize the established club in the region, expand the course and service offerings, and integrate the club into the LifeFit Group network with a rebranding to Fitness First BLACK.

SportsUp is one of the leading premium fitness clubs in Wiesbaden. The standalone club has over 4,000 members and features a training area of more than 2,000 square meters, equipped with state-of-the-art devices from leading manufacturers. The holistic health concept focuses on personal support from qualified trainers and a comprehensive course offering. Since its founding, the club's membership has continuously grown, with a particularly strong increase of 39% since 2020. SportsUp is firmly rooted in the Rhine-Main region and serves as an important health partner for local businesses and institutions.

The previous owner, Claus Maschke, will accompany the transition phase before pursuing new projects. "I founded SportsUp with great passion and successfully operated it for many years. Now is the right time to integrate the club into a larger network of a trusted partner to continue its positive development," explains Claus Maschke.

Christophe Collinet, CCO of LifeFit Group, emphasizes: "SportsUp is a premium fitness club with significant potential. A local market leader that is the perfect fit for the Fitness First BLACK segment. This acquisition expands the Fitness First network and particularly strengthens our premium segment within the LifeFit Group." Johannes Maßen, COO of LifeFit Group and MD of Fitness First, also expresses his satisfaction with the addition: "After the pandemic, we noticed

that the more affordable Fitness First RED clubs recovered more quickly. Now, we are observing a sustained and strong demand for premium fitness offerings. The integration of SportsUp allows us to strengthen our Fitness First BLACK network in the Rhine-Main region.”

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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