

# PRESS RELEASE

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## **LifeFit Group Expands Portfolio with Acquisition of Fitness Studio Chain Just Fit**

**Frankfurt, 19 February 2026. LifeFit Group acquires the Just Fit fitness studio chain with 21 studios in the Cologne metropolitan area. The group is thus continuing its buy-and-build strategy and expanding its portfolio to over 230 clubs.**

Just Fit was founded by Cologne native Frank Böhme, who is considered a pioneer in the fitness industry and has been active in the sector for more than 40 years, together with other family members. Today, Just Fit operates 20 fitness studios in the Cologne metropolitan area and another one in Mönchengladbach. After careful consideration, the owners decided to entrust their studios to the LifeFit Group. Responsible for their life's work, their employees and their members, they are convinced that they have made the best decision for the future.

With this acquisition, LifeFit Group grows to over 230 clubs and particularly strengthens the development of the Fitness First RED segment, which offers a comprehensive range of services and products at attractive modular prices. The Just Fit Premium Club will be integrated into the Fitness First BLACK segment in the future, which provides a higher-quality range of services. Fitness First's goal is to preserve Just Fit's proven strengths, including its diverse range of courses, local community and broad target group, while at the same time bringing new impetus, modern, innovative training concepts and the synergies of the national Fitness First network to the studios through rebranding.

The acquisition is still subject to approval by the antitrust authorities.

Following the acquisition, the founders will leave the company after a transition period. "I feel very good about handing over our life's work, Just Fit, to the trustworthy and experienced hands of the LifeFit Group. This will ensure that the best of Just Fit is preserved in many ways and can continue to develop consistently," says Frank Böhme, founder and managing director of the Just Fit Group.

Martin Seibold, CEO of the LifeFit Group, explains: "If you work in the fitness industry, you know the pioneer Frank Böhme. He has shaped the industry like few others and, with Just Fit, created a company that helps people stay active. Taking over the life's work of the four shareholders of Just Fit means taking responsibility for their employees, members and studios. We are committed to

this task, will integrate the facilities step by step and will be careful to develop the studios with new ideas while preserving the best of what they have to offer.”

“The fitness industry continues to grow steadily,” says Christophe Collinet, CCO of the LifeFit Group and responsible for M&A. “Health awareness, longevity and the increased lifestyle factor of fitness studios, especially among the younger target group, have ensured that membership numbers reached an all-time high of 11.7 million in 2025. For us, this means that we still see a lot of potential with our buy-and-build strategy. We have the opportunity to integrate studios, such as those of the Just Fit Group, into a strong national brand with a sophisticated training concept, to develop them further and set them up for the future. Anyone looking to place their studios in responsible hands has come to the right place with us.”

“We have fantastic teams who make a big difference and motivate our members to lead active lives every day. In the near future, they will ensure the comprehensive integration and rebranding of the Just Fit studios. Without our teams, we would not have over 230 clubs with more than 720,000 members today. Our first-class partners, such as EGYM, Les Mills and HYROX, are also an important part of our clubs and make them a place where people enjoy coming to meet like-minded members, get motivated and stay fit and healthy,” adds Johannes Maßen, COO of the LifeFit Group and Managing Director of Fitness First.

#### **ABOUT LIFEFIT GROUP**

The LifeFit Group is a leading fitness and health platform in Germany that motivates people to be more active and to adopt a healthy lifestyle through its offerings. Fitness First is the best-known and largest brand of the LifeFit Group, with clubs in Germany and Austria. With Fitness First BLACK, the gym chain offers upscale benefits and services, while Fitness First RED offers a special training space concept for a wide range of customers with an appealing modular pricing. The clubs of the Barry’s brand, the pioneer of indoor high-intensity interval training, in Frankfurt and Berlin are also part of the LifeFit Group’s portfolio. For more information, visit [www.lifefit-group.com](http://www.lifefit-group.com).

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