

PRESS RELEASE

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LifeFit Group cooperates with Xponential Fitness, the largest curator of boutique fitness brands in the world

Frankfurt/Main, 27. November 2019. LifeFit Group, a leading fitness and health platform in Germany and operator of the Fitness First, Elbgym, smile X, Barry's Bootcamp and The Gym Society brands, continues to pursue its expansion goals. LifeFit Group and Xponential Fitness, the curator of eight outstanding boutique fitness brands, have announced the signing of a Master Franchise Agreement in order to set up selected boutique fitness concepts in Germany. Starting with Club Pilates and Pure Barre the first studios are set to debut in Germany by next summer. The agreement also includes the flexibility to introduce further brands in Germany.

LifeFit Group and Xponential Fitness are both excited about this jointly created opportunity for the German and Austrian market: „Bringing these two successful and excellent boutique fitness brands to the German speaking markets supports our growth plans across different market segments and marks our entrance into the body and mind segment. We are proud to work with the world's largest boutique fitness franchise organization,“ says Martin Seibold, CEO of LifeFit Group.

“As we expand into Germany and Austria we are excited to partner with the LifeFit Group who are poised to become the most relevant fitness and health platform across German-speaking markets,“ says John Kersh, Chief International Development Officer for Xponential Fitness. “We see significant whitespace in Austria and Germany, the largest fitness market in Europe, and look forward to introducing Xponential Fitness and our brands to future members.”

Xponential Fitness is a thriving franchise organization offering diversified fitness concepts in eight verticals with over 1,325 studio locations open, for a total of more than 3,000 licenses sold, including open studios and international. Xponential's portfolio of brands includes Club Pilates, CycleBar, StretchLab, Row House, AKT, YogaSix, Pure Barre, and Stride, covering key industry verticals and focused on accelerating growth domestically and internationally.

Boutique fitness brands

Club Pilates, with more than 550 studios open, is the largest network of Reformer-based group Pilates studios in the world. Pure to Joseph Pilates' original Reformer-based Contrology Method, but modernized with group practice and expanded state-of-the-art equipment, Club Pilates offers high-quality, life-changing training at an affordable price. Pilates is the finest strength-training workout available to anyone, at any age, and for any fitness level. A studio features 12 reformers and classes usually run 45 mins.

Pure Barre is the largest, most established barre franchise with more than 520 studios across North America. With a dedicated following of 550,000+ clients, Pure Barre focuses on small movements that result in big changes. Pure Barre's innovative technique comes in a range of class offerings that target strength, cardio and flexibility for people of all levels, providing clients with self-focused time to transform the body and mind. Taught by highly-trained teachers, Pure Barre features four group class formats that deliver an effective total body workout focused on low-impact, high-intensity movements that lift and tone muscles and improve strength, agility and flexibility for everybody.

“Club Pilates and Pure Barre are very different boutique fitness brands to our existing portfolio which increasing our appeal. We expand and strengthen our portfolio to better meet customer needs for healthier, more active lifestyles in a customized and convenient setting. We are looking for great talent joining us in our expansion too”, says Martin Seibold.

ABOUT THE LIFEFIT GROUP

The LifeFit Group is a leading fitness and health platform in Germany, uniting several fitness brands from the boutique, high-value-low-price and premium segments under one roof. The Group is committed to inspire and support its customers to live their best lives through personal, fun and focused health and fitness experiences. Fitness First with about 60 clubs is the largest fitness service provider of the LifeFit Group and offers a motivating fitness experience including innovative training concepts, relaxation in the form of wellness facilities and 20+ pools. The exclusive Hamburg performance fitness provider elbgym stands for hard training and a strong community, while smile X positions itself in the high-value-low-price segment with a dedicated training area concept for a broad range of customer groups. The boutique fitness concepts of Barry's Bootcamp, the pioneer of high-intensity interval training indoors and The Gym Society, the innovative compact studio concept from the Netherlands, which aims to reach 80% of health-conscious people who have not yet found the right concept and now Xponential Fitness' brands Club Pilates and Pure Barre complete the diverse portfolio of the LifeFit Group. Learn more about LifeFit Group online www.lifefit-group.com

About Xponential Fitness

Founded in 2017 by Anthony Geisler, Xponential Fitness is the curator of the best brands across every vertical in the boutique fitness space – including Pilates, indoor cycling, stretch, rowing, dance and yoga. Currently, Xponential Fitness' portfolio of brands includes Club Pilates, the nation's largest and fastest growing Pilates franchise; CycleBar, the first and largest premium indoor cycling franchise; StretchLab, a concept offering one-on-one assisted stretching services and group stretch services; Row House, a high-energy, low-impact indoor rowing workout; AKT, a dance-based cardio workout combining toning, interval & circuit training developed by Celebrity Trainer Anna Kaiser; YogaSix, a modern boutique yoga brand; Pure Barre, the largest barre franchise worldwide that uses the ballet barre to perform small, isometric movements for a total body workout ; and most recently, Stride, a treadmill-based cardio and strength training concept. Visit www.xponential.com to learn more.

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