

PRESS RELEASE

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smile X expands in Southwest Germany

Frankfurt/Main, 31 October 2019. Following the acquisition of smile X by LifeFit Group, a leading fitness and health platform in Germany, the Fitness First branches in Esslingen, Freiburg, Pforzheim, Stuttgart Bad Cannstatt and Trier, which also belong to the group, will be rebranded to smile X clubs.

smile X is the leading regional fitness provider in the Saar-Pfalz region with almost 40,000 members in 17 existing clubs. The fitness brand stands out with its unbeatable high value for money offering. Members have access to an extensive selection of training options, qualified specialist trainers, licensed course instructors and many other experts to help them achieve their personal goals. This clearly sets the brand apart from discount fitness providers.

"With the extended training offer, we are modernizing the clubs and can support more people on their fitness journey," says Martin Seibold, CEO of the LifeFit Group. "We want to further expand the brand smile X in Southwest Germany and are looking for existing facilities for acquisition as well as new locations."

Customizable membership at a reasonable price

With smile X, members have the opportunity to upgrade their basic rate with their individual selection or to choose a rate comprising all services.

In addition to the fitness and course offer, smile X offers three target group-oriented solutions:

- **smile ROXX:** Premium performance area for intensive strength and endurance training as well as functional training.
- **smile SELECT:** Fully digitized strength and endurance training with intelligent and effective training control.
- **smile PHYSIO:** Physiological and preventive back and mobility training in the specialized mobility circle.

"With the broad range of training options smile X offers, we can address many different target groups and fulfill their individual needs," says Christian Müller, CEO of smile X. "At the same time, our customers benefit from the fact that we offer our services at the best possible price."

Turning old into new: New look and equipment for future smile X clubs

As part of the rebranding, the clubs are expanding their training areas incorporating the smile X offer and making larger investments in the equipment park. Both in the strength area and in the endurance area, the purchase of new equipment is planned. Moreover, the clubs are investing in an electronically controlled circuit and in physiological training with equipment from the "Five" mobility concept.

Existing Fitness First members can look forward to this change: They have the opportunity to continue training as usual with their previous membership. In addition, a limited offer allows them to switch to an exclusive smile X membership for Fitness First members, also using the new training areas, solariums and a beverage flat rate – at a price that is roughly in line with their current price level.

Valuable cooperation within the LifeFit Group

Martin Seibold, CEO of LifeFit Group, is convinced of the strategic advantages of cooperation within the group: "The brands and their concepts are very different and therefore complement each other in a portfolio that can serve the fitness market nationwide and provides the right offer for every customer."

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 more than 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, complete the diverse portfolio of the LifeFit Group.

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