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LifeFit Group acquires fitness chain In Shape

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- **With the acquisition, the fitness platform continues to pursue its expansion goals and defies the challenges posed by the COVID-19 pandemic and the tense economic situation**
- **Founders of fitness chain In Shape will remain with LifeFit Group to drive expansion**

LifeFit Group and fitness chain In Shape have signed the acquisition agreement. This is part of the group's efforts to broaden its portfolio and continue its expansion strategy. Despite economic challenges throughout the industry due to the COVID-19 pandemic and the now difficult global political situation, the company is looking ahead with confidence. With the fitness chain In Shape, the fitness platform is taking over a local market leader and has set itself the goals of closing regional gaps in southern Germany and expanding its studio range even further.

The In Shape brand, which is well-known and established in the region between Stuttgart and Ulm, comprises 13 clubs, more than 15,000 members and 300 employees. Their diverse portfolio comprises the concepts Premium, Physio & Fitness, Dynamic, Pure and Pure Express, serving a range of different customer needs as the concepts can be combined individually and flexibly. Thanks to their innovative pricing concept, the offer caters to customers in the premium as well as in the high-value-best-price segments. Founders Nico Scheller and Michael Schetter will continue to manage the brand together with Martin Seibold to drive its growth.

"We are very pleased that the agreement has now been finalised. With the In Shape brand, we are joined by the local market leader with its innovative concepts and two outstanding founders within the fitness industry," says Martin Seibold, CEO of the LifeFit Group. He continues: "Nico Scheller and Michael Schetter have been active in the fitness industry for years, know their way around and are very well connected. With their support, we plan to open new clubs as well as acquire other existing clubs in their region."

The In Shape founders are also looking forward to the cooperation: "We are very proud to have become part of the LifeFit Group as a regional provider. It gives us the opportunity to expand further, fine-tune our concepts and make use of synergies."

ABOUT LIFEFIT GROUP

LifeFit Group is a leading fitness and health platform in Germany that unites several fitness brands from the boutique, premium and high-value-best-price segments under one roof. The group strives to inspire and support its customers to improve their lives through personalised, fun and purposeful health and fitness experiences. Fitness First is the largest brand of LifeFit Group. With its premium segment Fitness First BLACK, the chain offers upscale benefits and services, while Fitness First is positioned in the area of high-value-best-price – offering high standards

and an appealing modular price concept. Elbgym, the exclusive performance fitness provider, stands for intense workouts and a strong community, while Smile X positions itself in the high-value, low-price segment with a special workout space concept for a wide range of customers. The boutique fitness concepts of Barry's, the pioneer of indoor high-intensity interval training, The Gym Society, the innovative compact studio concept from the Netherlands, as well as the Club Pilates and Pure Barre brands of Xponential Fitness, complete LifeFit Group's diverse portfolio. Since April 2022, the fitness studio chain In Shape from the region between Stuttgart and Ulm has also been part of LifeFit Group. For more information, visit www.lifefit-group.com.

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