

## PRESS RELEASE

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### LifeFit Group opens first Club Pilates studio in Germany

*The successful boutique fitness concept Club Pilates from the USA continues to expand – the first studio in Germany opens on May 13 at 68 Eichwaldstraße in Bornheim, in the north of Frankfurt. The bright studio offers modern design, good transport connections and parking spaces. The roof terrace with a skyline view of Frankfurt provides a space for exclusive outdoor classes and community events.*

**Frankfurt/Main, 5 April 2023.** With Club Pilates, LifeFit Group brings a new boutique Pilates concept to the German fitness market: group classes with twelve Pilates reformers and additional equipment – such as Cadillac, TRX, Exo Chair and Bosu Ball – make training more varied, affordable and accessible to more people. Club Pilates is the world's fastest-growing boutique Pilates concept and the largest network of Reformer Pilates studios, with approximately 800 franchise studios.

#### Training for health and well-being

“With Club Pilates, we will set new standards in the Pilates market in Germany and will be the pioneer for Reformer Pilates franchises,” says Christophe Collinet, CCO of LifeFit Group. Pilates reformers have rarely been used in larger numbers in Pilates studios as part of group classes in Germany. They are exercise machines used for core exercises, flexibility improvement, general athletic improvement, weight loss and injury rehabilitation and prevention, which can improve the health and well-being of the entire body. The advantage over mat training is that reformers can greatly expand the repertoire of available exercises and make training even more varied.

“At Club Pilates, we offer a gentle but challenging workout that stretches and strengthens muscles. It also promotes the connection between body and mind, which is increasingly important to many people,” says Christophe Collinet. The workouts are suitable for beginners and advanced exercisers, pregnant women and new mothers, athletes and non-athletes, seniors and everyone in between. A session usually lasts 50 minutes and the studio offers nine different course formats, each with four consecutive levels of intensity. This way, each participant can find the right level for themselves and build on their progress. Before attending a group class, it is advisable to attend a 30-minute intro class. This is free of charge and is offered at least once a day. For those who do not wish to train in a group, Club Pilates also offers the option of booking private intro classes and full training sessions. The studio contains a separate training room for personal training.

Club Pilates membership is not required and a one-time course visit costs 25 euros. Those who wish to train more often can take out a flexible membership depending on the frequency of training. The price for a membership starts at 89 euros for four visits per month.

### **Club Pilates in Germany and Austria**

Despite the pandemic, more than 60 new studios have been opened since 2020. In Spain, six successful studios also opened in a very short time, and their rapid growth shows how high the demand is in Europe. "Especially since the COVID-19 pandemic, health awareness has risen and people increasingly feel the need to exercise more and do something for themselves again. We are noticing this from the growing number of members and participants in all of our group's brands," says Christophe Collinet, CCO of LifeFit Group.

He adds: "We would like to continue the success story of Club Pilates in Germany and Austria with suitable franchisees and open many more studios in the coming years. We are on the lookout for potential franchisees and welcome interested parties who are already active in the Pilates sector or who, as entrepreneurs, recognize the potential that the German fitness market offers in the boutique studio and Pilates sectors."

### **ABOUT CLUB PILATES**

With approximately 800 franchise studios, Club Pilates is the world's fastest growing boutique Pilates concept and the largest network of Reformer Pilates studios. It offers high-quality workouts at an affordable price. Club Pilates' concept is based on Joseph Pilates' original "Contrology" training method but has been modernized through group exercises and state-of-the-art equipment. Pilates is considered an ideal workout for everyone of all ages and fitness levels. There are twelve reformers in a Club Pilates studio, and classes usually last 50 minutes. For more information, visit <https://www.clubpilates.com.de/>

### **ABOUT LIFEFIT GROUP**

LifeFit Group is a leading fitness and health platform in Germany, uniting several fitness brands from the boutique, premium and Full Service Best Price (FSBP) segments 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 brand. With Fitness First BLACK, the gym chain offers upscale benefits and services in the premium market segment, while Fitness First RED, Smile X, In Shape and FitnessLOFT serve the FSBP market segment and offer a special workout room concept for a wide range of customers with an appealing modular price concept. Elbgym complements the multi-market segment offering as an exclusive performance fitness provider with its unique and strong community. 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, and the Club Pilates and Pure Barre brands of Xponential Fitness complete LifeFit Group's diverse portfolio. For more information, visit <https://www.lifefit-group.com>

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