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First Club Pilates franchise contract signed

The successful boutique fitness concept Club Pilates from the USA is coming to Königstein im Taunus. The LifeFit Group and Leah Laukien are signing the first franchise agreement.

Frankfurt, 24 August 2023. It was only in April of this year that the LifeFit Group opened the first Club Pilates studio in Frankfurt. Already on the official opening date in May, the studio was able to reach the break-even point. Now, after only 6 months, the first franchise studio in Königstein im Taunus opens the doors in October. Franchisee is Leah Laukien, Partner of European development for Black Forest Ventures.

Leah Laukien gained her experience with Club Pilates as a founding instructor at the Frankfurt studio. Her passion for Pilates and her belief in the concept, led her to take the step of opening her own studio. She brings entrepreneurial experience from her family's Black Forest Ventures business, among others. As a franchisee, she also receives support from LifeFit Group in the areas of location identification, real estate development, sales, staffing, training and marketing.

Further expansion in planning

Leah Laukien is aiming to open further franchise studios beyond the studio in Königstein. Plans are currently being made to open additional locations in the Rhein-Main area and in Hamburg. "We are excited to launch the franchise expansion of Club Pilates in Germany with Leah Laukien and furthermore to expand even more with this partnership," said Christophe Collinet, CCO of LifeFit Group and CEO of Club Pilates Germany GmbH. Leah Laukien commented: "I was convinced by the Club Pilates concept - high-quality training for a wide range of customer groups at an attractive price. In addition, Reformer Pilates is still in its early stages in Germany and offers huge potential."

Club Pilates is a boutique concept offering group classes with twelve Pilates reformers and additional equipment. It is a gentle, yet challenging workout that is suitable for beginners as well as advanced students, pregnant women and new mothers, athletes and non-athletes, seniors and everyone in between. More information about the training options and the concept of Club Pilates can be found on the homepage.

The address of the first franchise studio in Germany is: Falkensteiner Str. 6a, 61462 Königstein im Taunus. Interested parties can already contact koenigstein@clubpilates.com.de.

Franchisees who are interested can contact franchise@clubpilates.com.de for additional information about the concept and the Club Pilates brand. LifeFit Group is in discussion with additional franchisees and plans to expand to approximately 70 additional studios within Germany, Austria and the Netherlands over the next five years.

ABOUT CLUB PILATES

With approximately 800 franchised studios, Club Pilates is the fastest growing boutique Pilates concept in the world and the largest network of Reformer Pilates studios. It offers a high-quality workout at an affordable price. The Club Pilates concept is based on Joseph Pilates' original "Contrology" training method, but modernized through group exercises and with state-of-the-art equipment. Pilates is considered an ideal workout for anyone - any age and any fitness level. There are twelve Pilates reformers in a Club Pilates studio, and classes generally 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 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 the 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 full-service best-price 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 brand from Xponential Fitness round out the LifeFit Group's diverse portfolio. For more information, visit <https://www.lifefit-group.com/>

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