

PRESS RELEASE

LifeFit Group MidCo GmbH
Hanauer Landstr. 118a
60314 Frankfurt

T +49 69/40 80 16 000
presse@lifefit-group.com
lifefit-group.com

LifeFit Group strengthens largest and best-known brand and bundles “Full Service Best Price” segment

As of October 2023, LifeFit Group has converted the FitnessLOFT, In Shape and Smile X brands to Fitness First clubs as part of a comprehensive rebranding strategy. In doing so, LifeFit Group strengthens and realigns the largest and best-known fitness provider within the group, uniting its “Full Service Best Price” segment under Fitness First RED.

Frankfurt/Main, 4 October 2023. With the rebranding of the FitnessLOFT, In Shape and Smile X brands acquired in 2019 and 2022, LifeFit Group is strengthening Fitness First's presence in more than 100 locations nationwide with 78 Fitness First RED and 33 Fitness First BLACK clubs, while uniting its “Full Service Best Price” segment in one brand. All FitnessLOFT and Smile X clubs are now Fitness First RED clubs, while eight of the 13 In Shape clubs have been converted to Fitness First RED and five to Fitness First BLACK.

"With the rebranding, we brought together what belongs together," said Martin Seibold, CEO of LifeFit Group. "The corporate cultures, products and offerings are built on the same principles and values, so it was a sensible move to unite the brands within Fitness First." The merger was supported by the brands' founders, stating: "Fitness First is a brand with a strong concept, a good team structure and motivating and service-oriented customer care. Members value the training and support they receive at Fitness First. For these reasons, we welcomed and supported the merger," said the founders.

But Fitness First has also learned and benefited from the FitnessLOFT, In Shape and Smile X brands. Proven processes and concepts have been adopted by Fitness First and integrated both conceptually and operationally.

Members benefit from rebranding

In the past months, the new Fitness First clubs have gradually been realigned and transitioned into Fitness First's structure. Since then, 1.5 million euros have been invested into new equipment. In addition to strength and cardio equipment, members can now benefit from "freestyle" small group workouts with digital support from "FunXtion". Among other things, the Fitness First app was also introduced for members and trainers. Club staff, which will be retained, have been connected to Fitness First's digital and analog continuing education opportunities. Members also benefit from an expanded network of training options in addition to the investment in the clubs and teams.

LifeFit Group repositions itself

Through the rebranding, LifeFit Group is repositioning itself, strengthening the group's positioning in the German fitness and health market. With over 120 clubs, 1,500 employees and more than 340,000 members, LifeFit Group has best-in-class brands in the segments: Fitness First BLACK & Elbgym (Premium), Fitness First RED ("Full Service Best Price"), Barry's (Boutique - HIIT Training), Club Pilates (Boutique Franchise - Reformer Pilates), YogaSix (Boutique Franchise - Yoga) and The Gym Society (Boutique - Customized Fitness).

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 and largest brand. With Fitness First BLACK, the gym chain offers upscale benefits and services in the premium market segment, while Fitness First RED serves the "Full Service Best Price" market segment and offers 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, as well as the Club Pilates brand and YogaSix from Xponential Fitness complete the LifeFit Group portfolio. For more information, visit www.lifefit-group.com

About Fitness First

Fitness First is one of the leading national fitness providers in Germany and the largest fitness service provider within the LifeFit Group. It offers its members a comprehensive fitness and wellness experience with innovative, digitally supported training concepts and professional training support. Whether in a club, outdoors or online, Fitness First offers a wide range of training and supports members with customer-focused teams and its own Fitness First app. The company aims to motivate every member: to workout, to relax, to eat healthy, to work out together in a group, or simply to switch off and have a good time.

To meet the different demands and needs of members, there are Fitness First BLACK and Fitness First RED clubs. With Fitness First BLACK, the gym chain serves the premium segment and provides upscale benefits and services. Fitness First RED, on the other hand, is in the "Full Service Best Price" segment and offers a special training area concept for a wide range of customers with an attractive modular price-performance offer. For more information, visit www.fitnessfirst.de

Press contact

LifeFit Group
Mareike Scheer
Group Communications Manager
Telefon: +49 (0)152 22930014
E-Mail: presse@lifefit-group.com

Adel & Link Public Relations
PR-Team LifeFit Group
Alina Rietmann / Louisa Schmitt
Telefon.: +49 (0)17641319348
E-Mail: lifefit-group@adellink.de