

# PRESS RELEASE

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## LifeFit Group expands in Baden-Wuerttemberg

*LifeFit Group continues its growth strategy and acquires 19 fitness clubs in the federal state of Baden-Wuerttemberg.*

Frankfurt/Main, 21 November 2023. Last year, LifeFit Group acquired the fitness club chains In Shape and FitnessLOFT. Now, another acquisition follows and a purchase agreement for the takeover of 19 fitness clubs in Baden-Wuerttemberg has been signed. Marcus Abele, founder and operator of the club chain, is withdrawing from the fitness industry after more than 15 successful years and will focus his business activities in the real estate sector in the future.

Together with the 19 clubs, more than 40,000 members join the LifeFit Group. The Group will thus grow to 140 clubs and studios and motivate more than 380,000 members to lead an active lifestyle. Further new openings are also planned for 2024: three new clubs in Baden-Wuerttemberg, a new Elbgym club in Munich and the first YogaSix studio in Frankfurt.

The transaction is expected to close in early 2024.

### 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](http://www.lifefit-group.com)

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