



Press release

Urban Sports Club on expansion course: 2019 ends with Scandinavia as new partner region

Berlin, 10.12.2019 - Urban Sports Club ends this year with an expansion into Northern Europe: Having concluded November with a launch in Copenhagen and Oslo, both Denmark and Norway are now represented in the portfolio of the sport and fitness flat rate. In addition, Urban Sports Club announces today that Finland will join the network in the third week of December. Currently cooperating with 8,600 partner venues - over 10,000 alongside OneFit - the company is the European market leader in eight countries with an increasing number of partner venues every month.

This is a rapid development the two founders Benjamin Roth and Moritz Kreppel could hardly have imagined when they launched their company in Berlin in 2012 – at the time, the two were still working at the Coworking Space Betahaus. With the first expansion to France in 2016, the startup picked up speed. Two years later, Italy, Portugal and Spain were added. By 2018, the company had 136 employees, and one year later 500 throughout Europe.

The expansion into Scandinavia in 2019 was not the only milestone for Urban Sports Club: their merger with OneFit was announced in August. This added the Netherlands as a new country. The acquisition of ZippyPass in autumn also strengthened the company's position in the French market. In October, the company reported the expansion to Belgium with 60 new partner studios in Brussels.



"2019 was an exciting year: We have come a huge step closer to our vision of a Europe-wide sports community. We would like to thank everyone in the Urban Sports Club and OneFit team for this. We are starting the year 2020 with a new headquarters in Berlin and an even larger international team and network of outstanding partners," says Moritz Kreppel proudly.

Urban Sports Club's successful 2019 was noted by Deloitte, having been named one of their Technology Fast 50 companies, Project A, awarding Urban Sports Club the Project A Award for the best M&A strategy, and Capital, selecting Kreppel as one of the "Top 40 under 40" in their "Entrepreneurs" category. In the future, the two founders want to continue to pursue their original approach and offer their members a wide range of activities with flexible and fair conditions. In Copenhagen, for example, there are various possibilities ranging from fitness to karate and boxing. In Oslo, the offer is also suitable for members who prefer variety: whether yoga, pilates, or a trip to the spa, Urban Sports Club in Norway covers a broad spectrum of sports and wellness.

About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to motivate people to participate in sport through the widest and most diverse range of activities and to encourage a healthier and more active lifestyle. From fitness, yoga, swimming and climbing to team sports and wellness - members can choose from over 50 sports and more than 8.000 partner locations – as a group with OneFit there are already more than 10,000 – in eight countries (Germany, France, Italy, Spain, Belgium, Portugal, Denmark, and Norway) to create their individual training plan and check in for the sport via smartphone app. Diversity, flexible conditions, as well as organised team sports and wellness offers round off the offer for private and corporate customers.

More information about Urban Sports Club can be found [here](#).

Please do not hesitate to contact us if you have any questions.

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