

Press release

Urban Sports Club Begins Livestreaming Courses and Calls for Solidarity Among its Members



- As the coronavirus (COVID-19) continues to spread, Urban Sports Club reaffirms its commitment to its partners and members and calls for solidarity
- Partner sites have been temporarily closed by local governments to slow down the spread of COVID-19.
- In response, Urban Sports Club has launched an online training platform with [livestream courses](#) directly from their partner studios, available for all members in Europe.
- Urban Sports Club offers members the possibility to pause their membership, effective immediately, yet calls on members to consider staying active to support their partners.
- Membership fees will continue to be distributed to studios, even those who are not able to offer online courses.
- The goal of Urban Sports Club remains, as ever, to promote the health and physical fitness of its members.



Berlin, Germany, 23.03.2020 – Due to the rapid spread of the coronavirus (COVID-19) and the resulting closures of sports venues, Urban Sports Club is now offering its members the possibility to pause their memberships with immediate effect. At the same time, the company is calling members to show solidarity with their community by keeping their memberships active and taking advantage of their expanding online offer. To provide this new offer, Urban Sports Club is working closely with its fitness and sports studios and partners from all over Europe.

The sport and fitness flat rate market leader, whose innovative concept of flexible member check-ins has led them to foster partnerships with over 10,000 sports and fitness venues, is adapting its offer. Because the health of its members and its own team is their top priority, as well as slowing the transmission rate of COVID-19, the Urban Sports Club Group is acting swiftly to offer its members a brand new service that they can access from their homes, reminding users that, while it might be challenging, it is particularly important in times like these to stay active.

"Promoting physical and mental health through all kinds of exercise and sports has always been at the heart of our work. This was our core idea from the beginning and what drove us when we founded Urban Sports Club in 2012. In this current crisis, our biggest goal is to encourage people to lead an active and healthy life. Right now, we are working very hard with our partners to provide a diverse online offer and courses via livestream for our members in all nine countries. We are therefore appealing to all Urban Sports Club members to take advantage of this opportunity and keep their membership active. All of our members have discovered studios across Europe that have become an integral part of their daily lives. With their support, we can help ensure that these studios still exist next month." - Moritz Kreppel and Benjamin Roth, founders of Urban Sports Club

The company is rapidly developing their new online training platform and, together with its cooperation partner Fitogram and its venue partners, creating new content and courses that are being delivered via livestream directly from the partner studios. Member check-ins are paid out to partners. However, membership fees also go to supporting those partners who are very close to members' hearts who are not able to provide their services online, such as bouldering, swimming or massage. Therefore, the remaining membership fees will be distributed to partners based on the check-in data of the last six months. Eighty percent of the membership fee revenue will be used to support Urban Sports Club's partner locations. The rest will be allocated for the Urban Sports Club employees and the expansion of the online offer. In the app and on the website, members can now filter for online courses under "Activities/Sports Categories". Users who had previously paused their membership can now reactivate it in their profile.

The program is expanding every day: <https://online-classes.urbansportsclub.com>



About Urban Sports Club

Urban Sports Club offers a flexible flat-rate sports membership. Our goal is to encourage people to try a diverse range of activities and to inspire them to live an active, healthy lifestyle. Club members can choose from more than 50 types of sports at over 8,000 partner venues across Europe, ranging from classic gym workouts to swimming, yoga, bouldering and lots more. Our corporate group, which includes the Dutch company OneFit, has over 10,000 partner venues. We offer variety, flexible conditions, as well as team sports and wellness to both private customers and companies.

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

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