



Press release

Sports via livestream, in the fresh air or in the studio: Urban Sports Club offers new all-round service

Berlin, Germany, 27.05.2020 – Urban Sports Club reacted to the closure of all partner studios in March caused by Coronavirus with a completely [new online offer](#). Within a few days, the Berlin startup provided a variety of live online courses and enabled its members to work out in their living rooms in times of physical distancing. Now, many partner studios are opening their doors again under hygienic conditions and outdoor sports is allowed again in small groups. Nevertheless, Urban Sports Club continues to offer live online courses and thus expands its offer on the platform. Whether it's yoga in your favourite studio, with Crossfit buddies in the fresh air or alone at home with HIIT on your screen, Urban Sports Club members can now benefit from the all-round offer at all levels.

More flexibility for members

After weeks of lockdown, "normality" is returning in many levels of public life. While sports facilities in North Rhine-Westphalia have already reopened with restrictions since May 11, 2020, this discussion has not yet been concluded in Berlin and other federal states. Currently, only contactless outdoor sports are permitted in the capital. There is no nationwide agreement in this regard, and the Employers' Association of German Fitness and Health Facilities (DSSV) has prepared an overview. Urban Sports Club is reacting to this situation with even more flexibility for its members and, in addition to the possibility of checking in at local studios as usual, will continue to offer the online service in order to provide its members and partners with the best solution to the crisis.

"Many of our partners in Germany and Europe now have the opportunity to reopen their locations with special hygiene standards and to get people moving. We are therefore now approaching our partners



individually and reactivating them step by step. For all those who would like to continue doing sports at home, we are retaining the digital product. This way our members can benefit from unprecedented flexibility. With thousands of live classes per week and re-opened studios, we offer something for every situation and all those exercising to stay fit and healthy." - Benjamin Roth, CEO and Co-Founder of Urban Sports Club

The all-round offer: live online courses, indoor or outdoor

Hundreds of partners are responding positively to the new all-round offer and are happily taking it up. For example, there is currently a wide range of online courses in various sports categories, such as free training, HIIT, yoga, Pilates, dance or pole dance. An additional advantage for members is that they can check-in for courses in Germany as well as in other European countries. All courses -- whether in the studio or outdoors -- are based on the respective local hygiene regulations. This also limits the number of participants. With its studio software partner FitogramPro, Urban Sports Club enables its partners to plan appointments digitally and limit the number of participants. The fitness chain Just Fit, which has more than twenty studios in North Rhine-Westphalia, also supports the current solution:

"At Just Fit, we have already offered our members the opportunity to take part in live online courses during the closure by Corona. This meant that members could virtually take our course instructors into their living rooms. After reopening, we now offer both online and studio courses. This enables us to offer formats that are not allowed in the studio due to the regulation. Even risk groups and members who are still reluctant to come back to the studio have the possibility to continue training from home." - Oliver Newerla, Regional Athletic Director for Just Fit.

The best of both worlds

Ultimately, the current package offers the best of both worlds. The online offer leads to more frequent and regular participation in courses and to more experimentation and variety in terms of sports and choice of studio. On the other hand, it cannot replace the advantages of sports in the community and physical proximity. Overall, however, since the introduction of live online courses, there has been an increase of around eight percent in the average number of weekly "check-ins". A further decisive advantage is that the new combination offer provides users with more flexibility to react to constantly changing conditions, such as weather conditions or a course offer changed by Coronavirus.



About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to motivate people to take part in sports through the largest and most varied range of offers and to encourage them to lead a healthier and more active lifestyle. From fitness, yoga, swimming and climbing to team sports and wellness offers - members can compile their individual training plan from over 50 sports and more than 8,000 partner locations - including OneFit there are more than 10,000 - in six countries (Germany, France, Spain, Italy, Belgium, Portugal) and check in to the sport via smartphone app. Diversity, flexible conditions as well as organized team sports and wellness offers round off the range of services for private and corporate customers.

Due to the current COVID-19 situation, Urban Sports Club has temporarily changed its offer to online courses. The interactive training units take place via livestream in real time. This gives users access to thousands of courses from hundreds of partner locations in Germany and Europe.

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

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