



Press release

Urban Sports Club: Ina Wetzel strengthens C-Level management as new CFO



Berlin, Germany, 30.06.2020 – Urban Sports Club's Berlin headquarter welcomes a new face: Ina Wetzel will become Chief Financial Officer on July 1, 2020 and will be responsible for the finance department with immediate effect. Wetzel takes over the position from Marc Münch and will report to CEO and co-founder Benjamin Roth who is responsible for finance and controlling at Urban Sports Club.

Ina Wetzel most recently worked for several years as Senior Vice President Finance and Legal at Babel, the e-learning platform for languages. Prior to that, she demonstrated her skills as Head of Global Accounting & Finance Operations at Delivery Hero and Boeing.

Ina Wetzel, new CFO of Urban Sports Club says: *"Urban Sports Club is the leading provider of a new generation of sports memberships, offering customers a diverse selection of sports and exercise options while transforming an entire industry. I am looking forward to the challenge of supporting the top-class*



team - not only in implementing the company's strategy and vision - but also to stand by their side energetically and courageously in times of Coronavirus. As the future CFO, my focus will be on scaling the financial system and ensuring secure and controlled growth."

Moritz Kreppel, CEO and Co-Founder of Urban Sports Club, says: *"We are delighted that we were able to win Ina Wetzel as CFO in these times. Her experience in managing financial strategies and business processes for high-growth tech and E-commerce companies will bring our company a big step forward. At Urban Sports Club we take great care to provide equal opportunities and are proud to have another woman fill a leadership position."*

C-Level Management expansion since the beginning of 2020

At the beginning of the year, the company strengthened their C-level team with six additional positions. Emmanuel Orssaud assumed the role of Chief Marketing Officer at the Berlin headquarters in March 2020 and is currently expanding the global marketing strategy. Prior to that, he held various positions as Director of Global Marketing at Spotify, where he was responsible for global marketing communications including Spotify's famous out-of-home campaign "Spotify Wrapped."

Since February 2020 **Michaela Kammerbauer** has supported Urban Sports Club in its strategic expansion as **Chief Growth Officer**. Michaela has 15 years of growth and management experience in the digital industry both in sales and operations with companies such as Zalando, Tanox and Clipkit.

Camille Richardson and **Serge Brabander**, founders of Urban Sports Club's Dutch counterpart OneFit which merged with Urban Sports Club in August last year, took over positions in C-level management on January 1, 2020. As **Chief Product Officer**, Camille Richardson is now responsible for the design of the sports and fitness platform and all business transactions relating to the product. As **Chief Commercial Officer** Serge Brabander is responsible for B2B sales and related commercial development.

Edouard Leeuwenburg was previously an interim CMO within the Urban Sports Group and has been responsible for business in the Netherlands in his new role as **Managing Director** of the Netherlands since March 1, 2020. He is thus responsible for the entire Dutch market and continues to drive the integration process after the merger of OneFit and Urban Sports Club.

Further details about C-Level management can be found here: <https://urbansportsclub.com/en/press>



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 provides a flexible all-round offer consisting of live online courses and classic courses on site. 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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