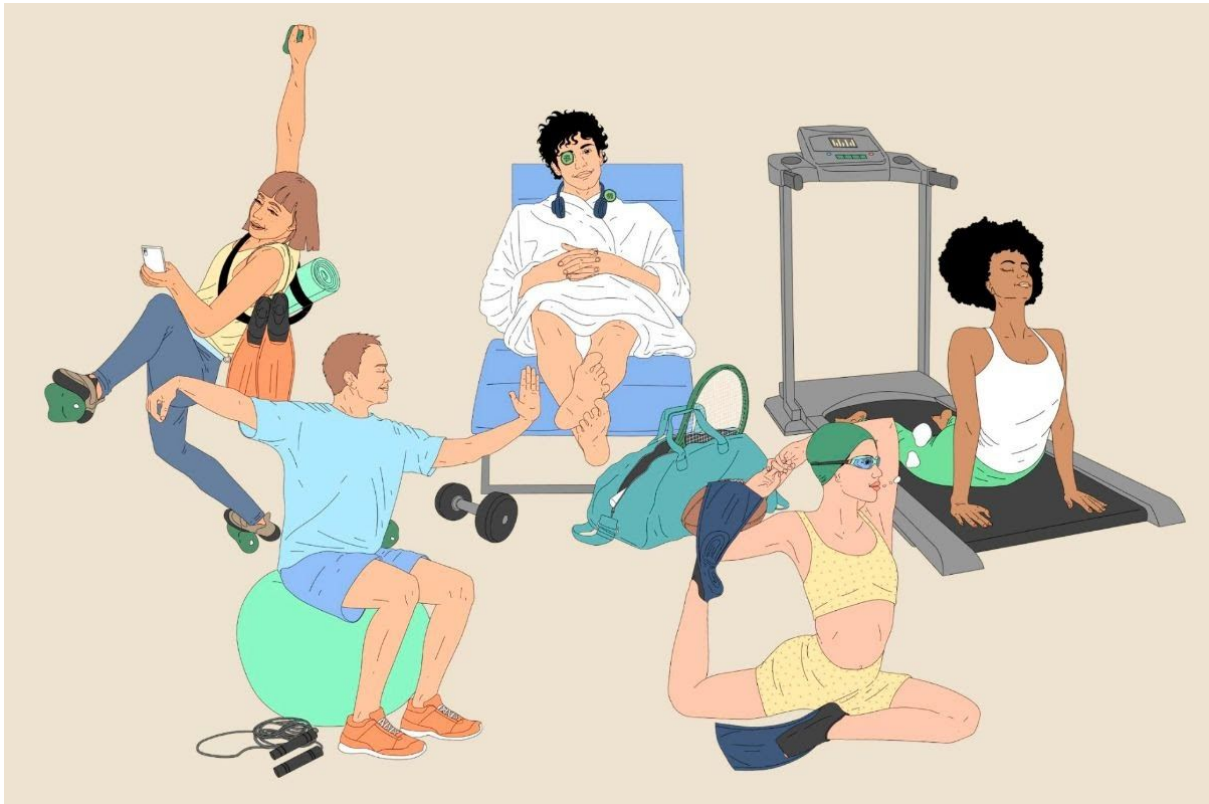


Press release

From "Fit Swimmers" to "Yogi Fit" - Urban Sports Club creates new trends in sports

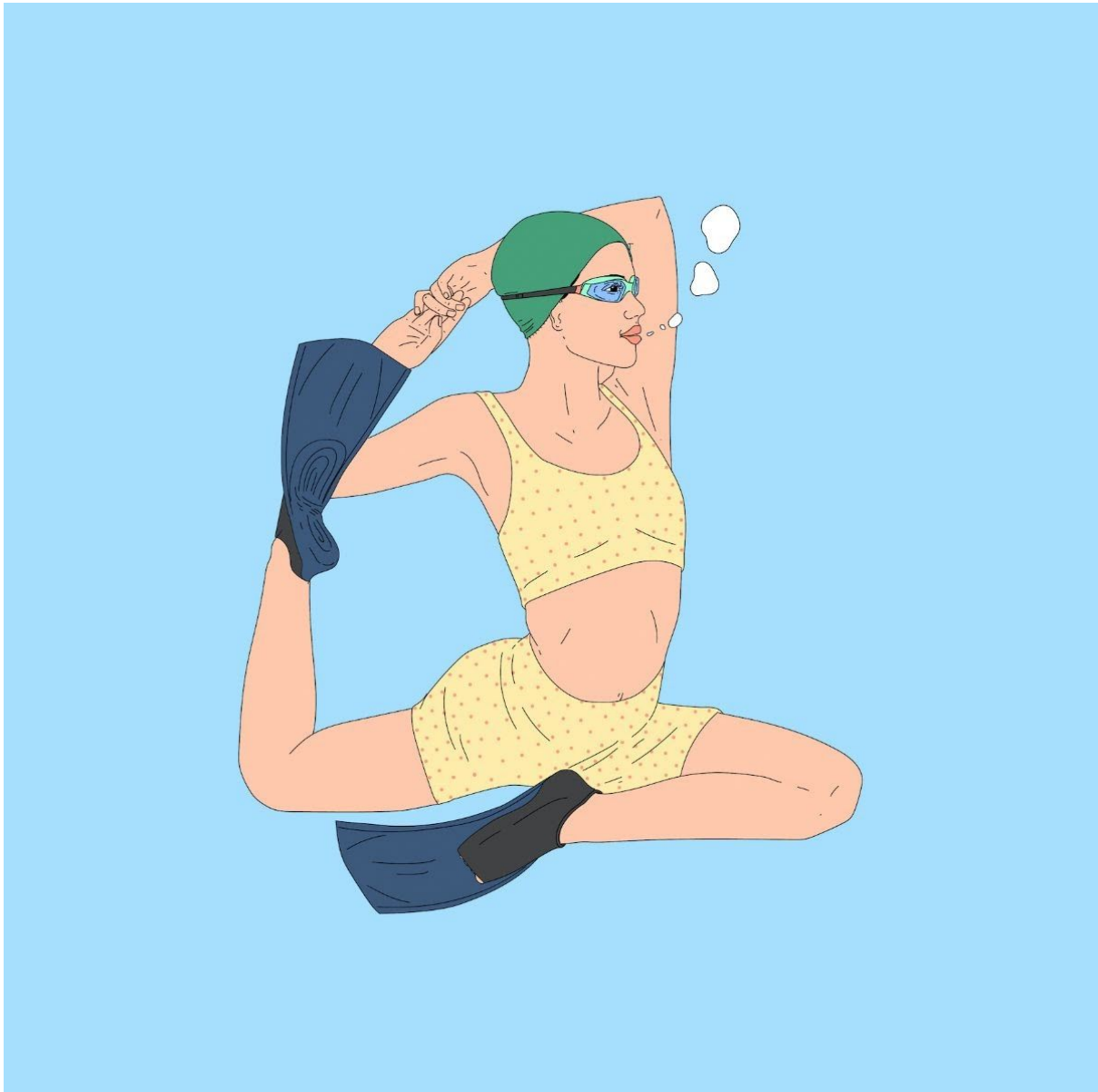


Berlin, Germany, 13 August 2020 – Urban Sports Club's offer is as diverse as its members. More than 50 sports are available to choose from, with members able to explore their athletic selves through fitness, climbing, swimming, or yoga.

Urban Sports Club has evaluated the training behaviour of its members to present the five latest sports types: "Fit Swimmers," "Healthy Fit," "Urban Fit," "Multi-wellness Fit" and "Yogi Fit." These personas show that partaking in flexible multi-sport - i.e. the practice of at least two or three sports - is now an official industry trend. Training regularly in different activities is a good way to combine fun, variety and holistic training, as one sport complements the other. And Urban Sports Club's flexible offer made this training trend possible.

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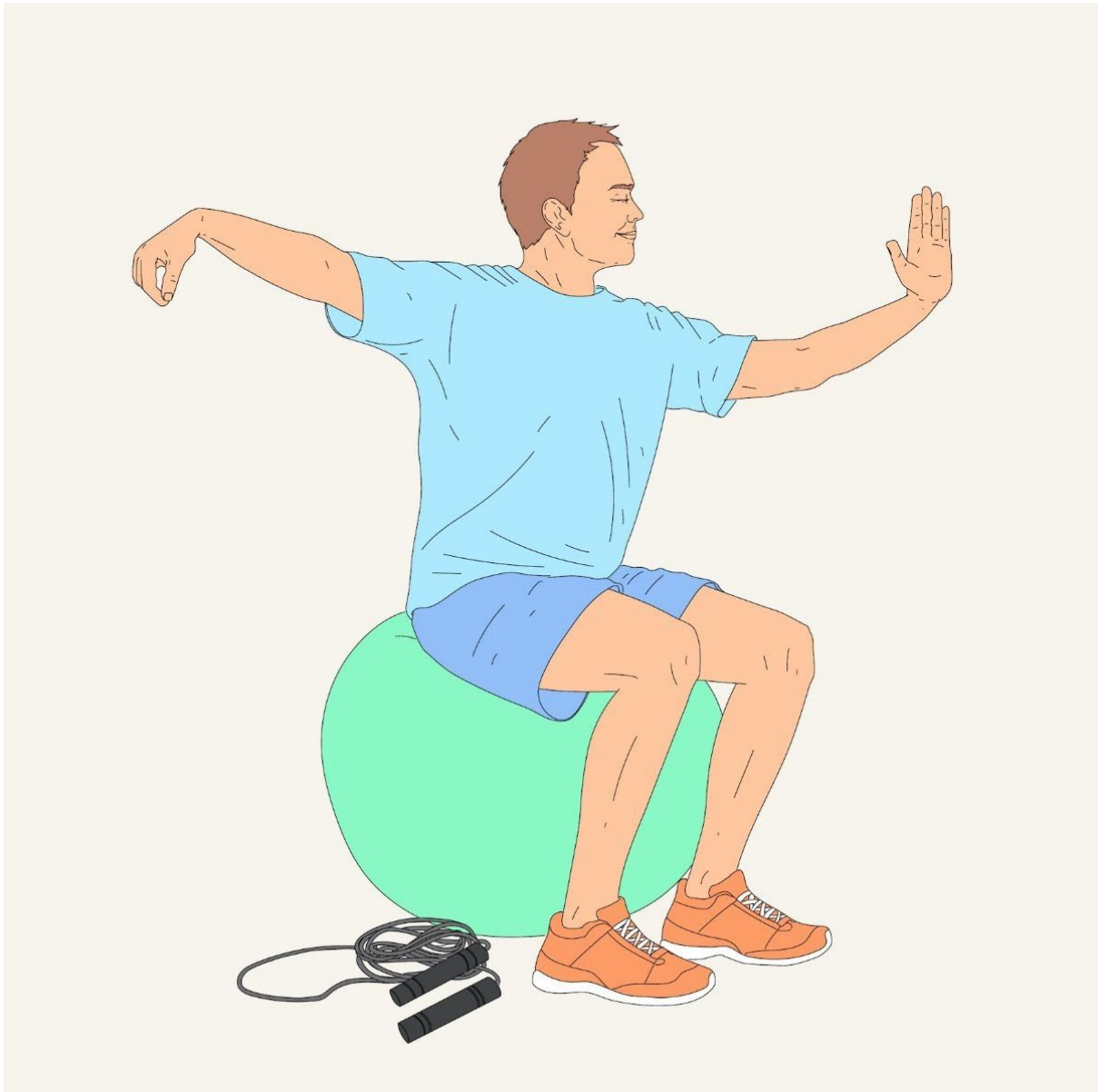


Fit Swimmers

Diligently making their way through the city's swimming pools, "Fit Swimmers" can be found in the open-air lanes and beach pools during summer, or in a classic indoor swimming pool that feels like a second home during winter. Fit Swimmers invest 70 percent of their sporting leisure time into swimming and a further ten percent goes towards fitness activities, so their joint-friendly whole body water-based training routine is topped off with sweaty workout units. The remaining check-ins, i.e. visits to partners, go to yoga and other sports.

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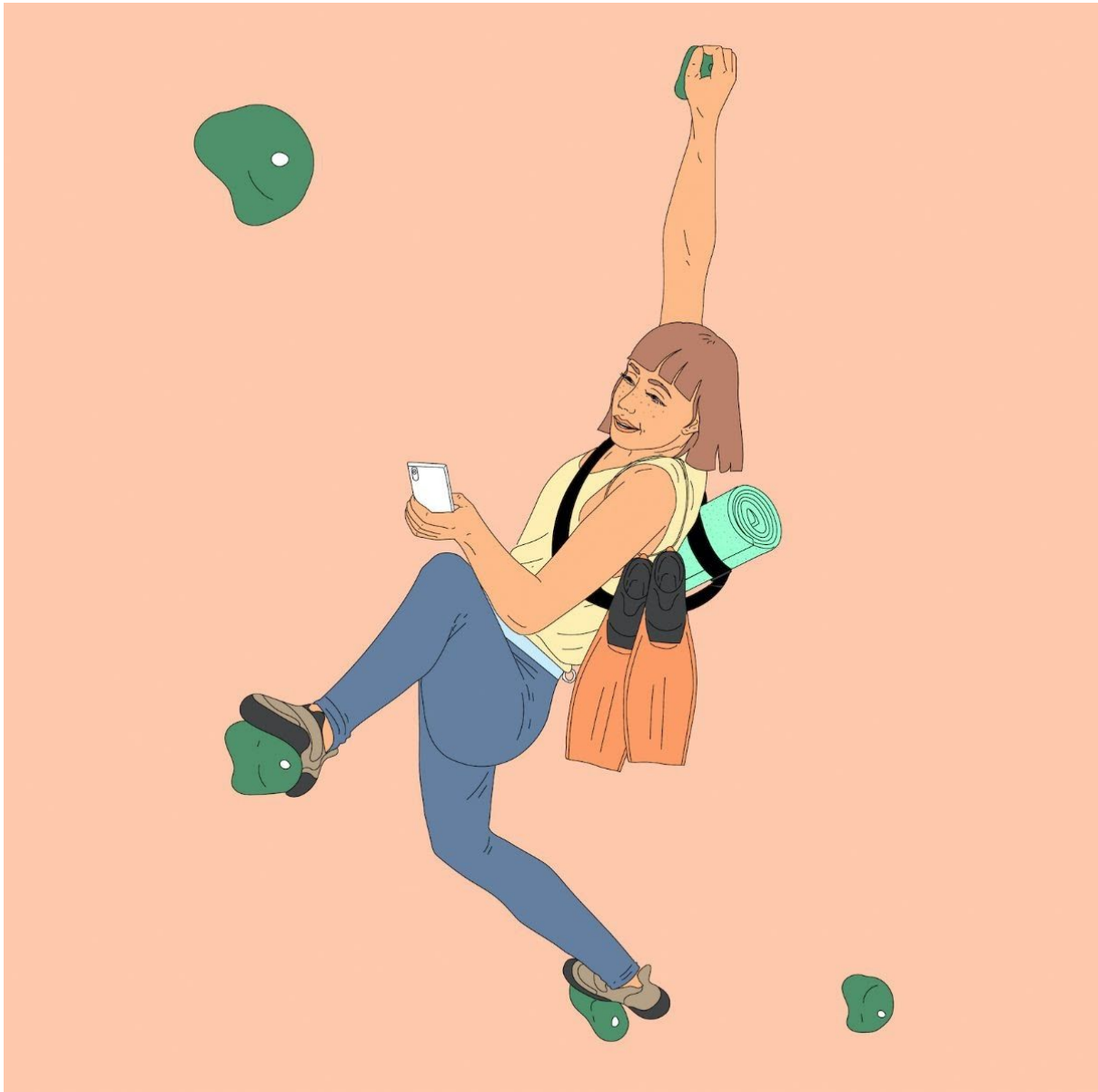
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**Healthy Fit**

Being healthy and staying that way is the key ethos for the Healthy Fit guys. Fitness, functional training and weight training make up 90 percent of their check-ins, with a focus on effective and varied functional training exercises which strengthen the deep muscles and the entire musculoskeletal system. "Healthy Fit" is the fastest growing group within the Urban Sports Club community and shows that personal health is becoming increasingly important.

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Urban Fit

The new Urban Fit generation are at home in the big city. The Urban Fit group was founded in Berlin, the city where the Urban Sports Club offering has been most varied since the beginning. However the urban persona is present in many other German cities and European metropolises, and can be found in the boulder hall or the yoga studio, training their strength on the climbing wall and their flexibility during yoga. Climbing is a balancing act, so they need asanas to warm up and stretch their muscles. This group will often take advantage of classical fitness offers to optimise their climbing training and they'll swim too, because it helps them build their endurance.

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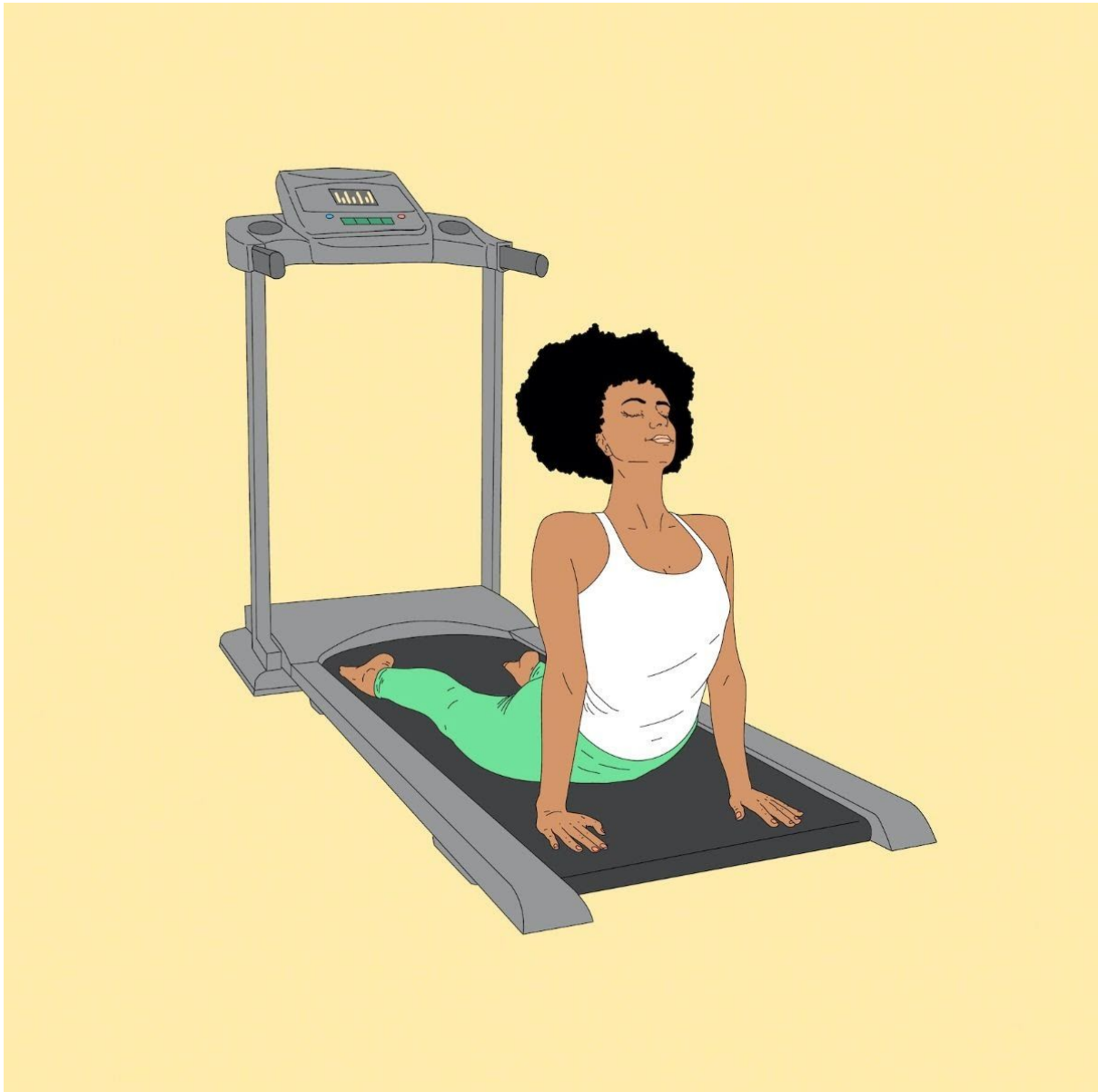
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**Multi Wellness Fit**

Whether tennis, pole dancing or free fighting, this group lives and breathes multi-sport, trying out everything they can. Ball sports are as much a part of their routine as meditation, with 20 percent of their check-ins coming from EMS partners and wellness offers. Popular sports such as cycling, fitness, Pilates, yoga and swimming make up only ten percent of their check-ins, because the Multi-Wellness Fit person loves variety - and Urban Sports Club makes that possible.

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Yogi Fit

Whether Hot Yoga, Yin Yoga or Forrest Yoga - all yoga styles can be combined with Urban Sports Club for a holistic practice. Check-in numbers have skyrocketed in the past few months, with yogis swearing by the transformational powers on their body and mind. Half of all check-ins from the "Yogi Fit" group take place at yoga partners, and fitness makes up the rest of their check-ins. This persona can also be found in the bouldering hall or in the swimming pool.

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About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to encourage people to lead a healthier and more active lifestyle through the largest and most varied range of sports offers. From fitness, yoga, swimming and climbing to team sports and wellness offers - members can choose from over 50 sports to create their own unique training plan and discover new activities to feel passionate about. With over 10,000 partner locations in six countries in Europe (Germany, France, Spain, Italy, Belgium, Portugal), members can check-in for sports via the Urban Sports Club app. Since merged with OneFit, the Urban Sports Club network has more than 12,000 partners to choose from. Private and corporate customers can choose to train in studios, outdoors or online via livestream. Urban Sports Club employs over 40 different nationalities in locations across Europe.

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