



URBAN SPORTS CLUB

Press release

## Even more flexible: Urban Sports Club expands hybrid sports product to launch On-demand Classes

**Berlin, 05/26/2021** - Try a course after a long day of home office or at your leisure on a business trip: Urban Sports Club has expanded their hybrid sports and wellness offer to make life even easier. True to the motto "Sports where and whenever you want" the product expansion adapts to suit every members' daily life. This means they're no longer tied to set times and can access their favorite workouts anytime and anywhere. At the time of launch 100 videos from 20 partners are available.



It's not just the future of the working world that's hybrid - the future of sports is, too. Flexible sports practice at home, in the office and during leisure time is already the new standard. With their new format of on-demand classes, Urban Sports Club's hybrid offer is now complete. From now on, members can flexibly choose between going to the gym, participating in outdoor workouts, working out at home via livestream and new on-demand classes. Even our busiest members can fit in a workout to maintain an active and healthy lifestyle. Moritz Kreppel, founder and CEO of Urban Sports Club says: *"The future of work and sport is hybrid. The sport comes to you and the offer adapts to*

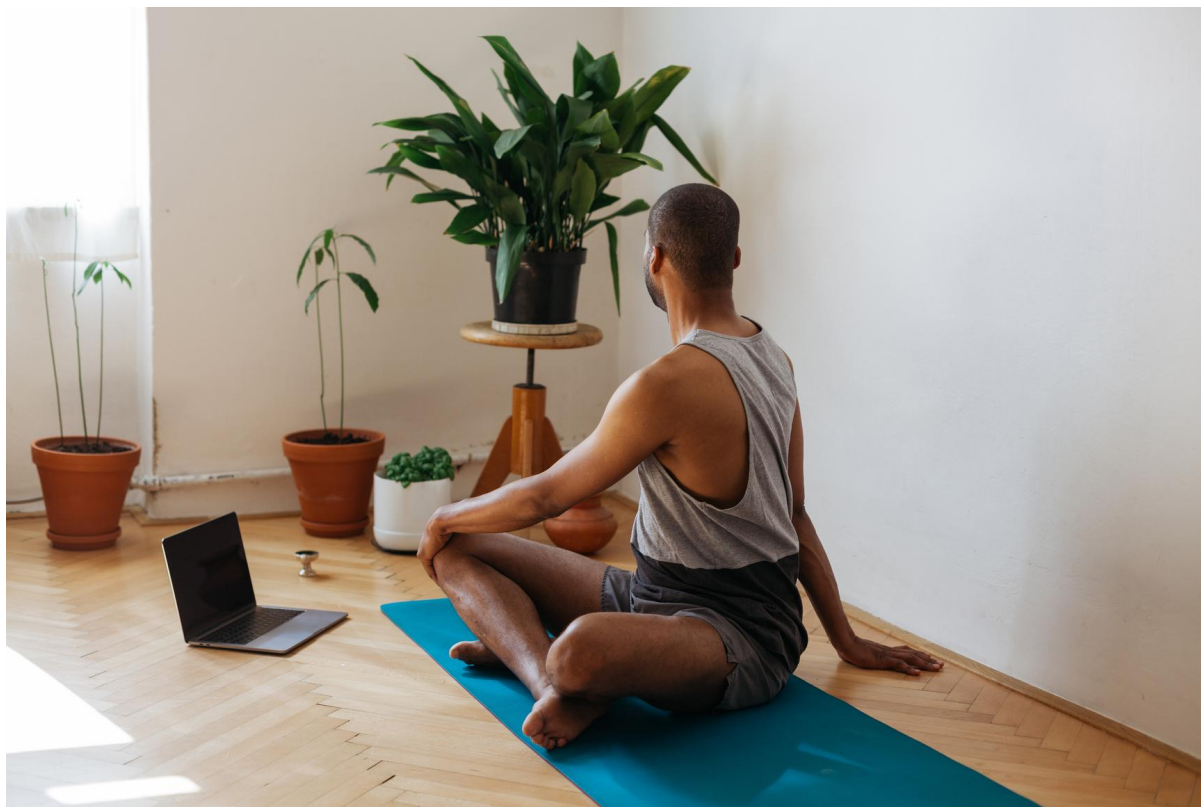
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*your everyday life. We're now offering our members even more flexibility and variety with the hybrid offer of outdoor and indoor training, livestreams and now on-demand classes. This makes it even easier to get started with sports."*



### **Fitness, dancing, yoga: a diverse offer to kick off on-demand classes**

Members already have more than [100 on demand videos](#) to choose from (most of them in German), including [Beat 81](#), [Fenriz Gym](#), [D's Dance School](#), [Krafthaus](#), [The Bodyworkers](#) and [Balance Yoga](#) amongst others to cover a wide range of sports. With recorded classes like "FT1 Performance Power," "Booty & Belly Workout" or "HIIT - Burn fat, Tone your body," you can maintain an athletic routine and try new sports unobserved, independent of location. To check-in to partner video classes, simply log-in to your profile on our website instead of the app. The offer is currently in the test phase with partners in Germany to gather feedback and share the learnings. Co-founder and CEO Benjamin Roth says: *"It's important our members and companies have access to a flexible sports offer that covers all their needs. These on-demand classes make it possible to train independently of time and try things out unobserved. That's why these classes are a logical extension of our product. We're currently in the test phase and at the end of the year we plan to further expand the offer to include everything we've learned as well as more partners."*

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On-demand offer: <https://urbansportsclub.com/de/videos> (videos are available for members in the log-in area on our website)

### **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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