



URBAN SPORTS CLUB

Press Release

Urban Sports Club closes financing round with more than 80 million euros and welcomes ProSiebenSat.1 as investor



- Urban Sports Club closes financing round with more than 80 million euros
- Company strengthens European market leadership in flexible sports and wellness offerings
- ProSiebenSat.1 Group leads financing via investment platform SevenGrowth with a combination of capital and media volume
- Flexible corporate sports becomes new strategic focus for Urban Sports Club

Berlin, June 29, 2021 - European sports and wellness platform Urban Sports Club successfully closed a financing round with more than EUR 80 million. ProSiebenSat.1 Group led the investment round with a combination of capital and media volume. The aim is to increase awareness of Urban Sports Club in German-speaking countries through advertising on the Group's TV and online platforms and to enhance the company's growth across Europe. The investment is the first deal from the new ProSiebenSat.1 investment vehicle SevenGrowth.

Claret Capital Partners joins as a further investor, alongside financing from existing investors HV Capital, Partech, RTP Global, Rocket Internet and INKEF Capital. Urban Sports Club and its investors are focussing on the future of hybrid sports models. The group of companies, which includes Dutch market leader OneFit, is a leader in Europe, offering companies and private members a flexible,

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hybrid sports model with indoor, outdoor and online training. The Urban Sports Club network includes more than 12,000 partner locations in seven European countries.

Urban Sports Club will invest the new capital in strategic development of the product. New positions will be created to complement the team of around 400 employees, particularly in product and tech, and the product range of over 50 sports will be expanded. Urban Sports Club's strategic focus is on the B2B area of flexible corporate fitness, with the aim of promoting employee health.

Moritz Kreppel, CEO and co-founder of Urban Sports Club says: "With SevenGrowth we found the perfect partner to inspire even more people to lead an active and healthy lifestyle through the reach of media, especially with TV. Our growth since inception shows how attractive Urban Sports Club's flexibility and diversity is to a wide range of members. The last year in particular reinforced how essential sports and mindfulness are to our health." The company's sports and wellness offering addresses mega-trends such as new mobile work formats. "We're creating hybrid sports offerings together with our partners in Europe for a hybrid working world. We're proud of the trust our investors have placed in us. It shows how much they believe in our team and our product, and we look forward to shaping the future of sports together."

Friedrich Thoma, CEO of ProSiebenSat.1's Commerce & Ventures segment, says, "It's a very exciting moment to invest in Urban Sports Club. The COVID-19 pandemic has further accelerated the global focus on fitness and wellbeing, and further increased the demand for diverse sports offerings. Urban Sports Club has seen huge growth in recent years. By working with SevenGrowth, Urban Sports Club can reach many more customers and continue its impressive success story. We look forward to working with the team and continuing the company's development."

When Europe entered lockdown, Urban Sports Club developed a live online offering that allowed partners to stream their classes from home. Now members have the most flexible and varied sports offer possible, with training available on-site at partner locations, via live stream and now with on-demand classes. This makes getting started with sports even easier. Urban Sports Club membership also includes relaxation and meditation options, in addition to sports and fitness.

Johan Kampe, Managing Partner of Claret Capital Partners says: "We believe in the success of Urban Sports Club in Europe and are excited about the innovation and vast potential the platform has to offer. The Claret team is proud to be a part of a company that encourages people to enjoy sports and maintain a healthy lifestyle, and we look forward to supporting the Urban Sports Club team in their continued growth."

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About Urban Sports Club

Urban Sports Club offers a flexible sports and wellness membership. The goal is to encourage people to lead healthy and active lifestyles through the largest and most diverse offering. From fitness, yoga, swimming and climbing to team sports and wellness, members can choose their individual training plan from over 50 sports, discover new sports and flexibly check in for sports via app. The Urban Sports Club group is active with OneFit in seven countries (Germany, France, Italy, Spain, the Netherlands, Belgium and Portugal). Members can check in for sports at more than 12,000 locations in Europe. The offering for individuals and companies includes in-studio, outdoor workouts, online classes via livestream and on-demand classes. In total, the European locations employ people from more than 40 different nations.

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