



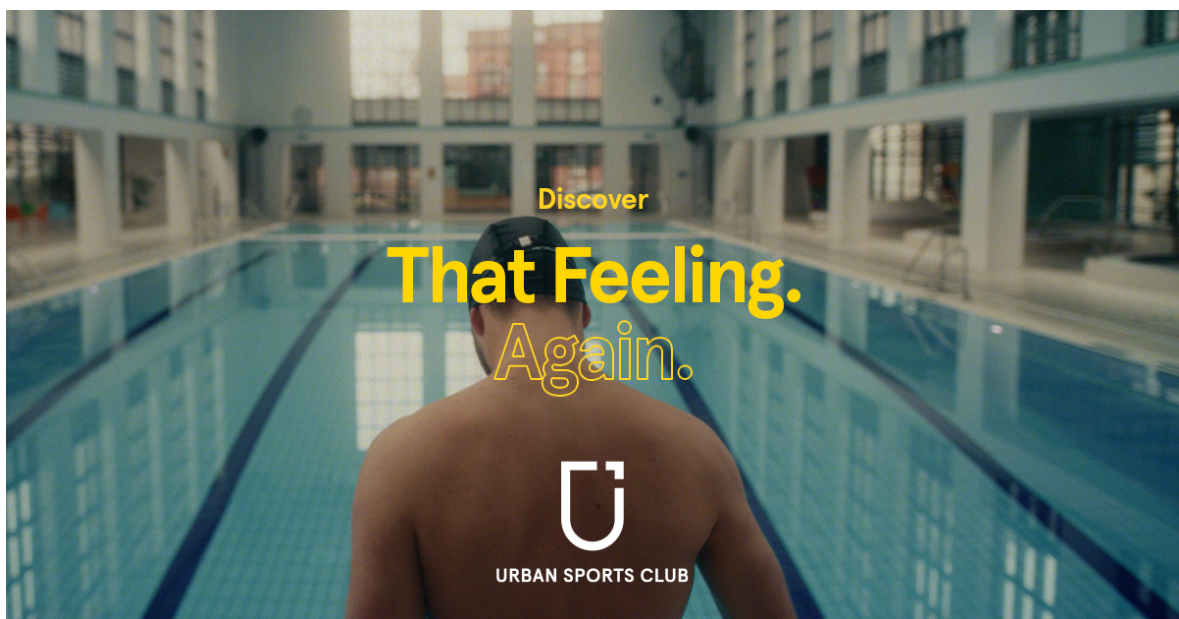
URBAN SPORTS CLUB

Press Release

URBAN SPORTS CLUB: New campaign "That Feeling. Again." celebrates the reopening of sports facilities

- The campaign, a reaction to the long-awaited reopening of studios and swimming pools, will be shared across all Urban Sports Club communication channels
- Out-of-home campaign and TV spot to follow in September
- New brand ready to launch along with the reopening of the sports industry
- Urban Sports Club focuses on self-care and community

Berlin, June 09, 2021 - Finally - fitness, swimming, climbing, and dancing together is possible again. With their new campaign "That feeling. Again." sports and fitness platform Urban Sports Club demonstrates the strong emotional value that comes with sports, passion and team spirit. The campaign, which was launched in June 2021 to coincide with the reopening of sports facilities in Germany, focuses on community and care. The video delves into this new beginning and the long-awaited light at the end of the tunnel; an emotional moment for both members and partner sites. The campaign will be rolled out across all Urban Sports Club communication channels in seven countries across Europe. In early September, the social campaign will be followed by an out-of-home campaign and a TV spot that will air in Germany.



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The campaign - That feeling. Again.

When lockdown was lifted, people felt physically and emotionally exhausted. Many endured a year and a half of a very challenging situation, isolated, working from home and with limited freedom of movement. The reopening of studios is a return to life, and our members will relish that feeling of togetherness - because community is at the heart of what we do.

The video is the centerpiece of the campaign, which will be played out in seven European countries in different languages: "That feeling. Again."

Creative direction was handled by Javier Mangas (Art Direction) and Tino Scholz (Copy) of Urban Sports Club under the overall responsibility of Torsten Müller (VP Marketing) and Oliver Glutz von Blotzheim (Head of Brand). Film production was handled by Saltwater Films under the direction of Viktor Sloth.



New campaign accompanies new brand positioning

The new brand positioning addresses the demonstrates the strong emotional value that comes with sports, passion and team spirit. This launch will lay the foundations to build the new brand visually and verbally. The campaign is an accompaniment to the rebranding, and is reflected in the new

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brand symbol: the UNICON. It symbolizes the Urban Sports Club community in the form of a coat of arms and, like the name Club, stands for unity.

Campaign aims to inspire the community to get active again

Oliver Glutz von Blotzheim, Head of Brand and Design at Urban Sports Club, says: “We've all been waiting a long time for the large-scale reopening of the sports studios and this positive development means a lot to our company. Finally our partner locations can reopen and our members can once again experience and practice sports extensively. We want to convey this mood of optimism in our new campaign in an emotional, personal way and thereby inspire our community to get active again. The positive impact of sport on our well-being and the positive, unique feelings associated with it form the focus of the campaign and reflect our drive towards a personal, community-based brand direction.”

That Feeling. Again. | Urban Sports Club



Portraits from the community

The video features external performers as well as Urban Sports Club's own employees, showing how they live and breathe their passion for diversity in sports. The campaign leads us through the stages they've gone through in the last few months, from online livestream classes to dancing in the studio and - finally - taking that long-awaited plunge into the pool. Throughout the summer, our

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community will have their say via a content series that will play across social channels including Instagram, Facebook, LinkedIn and our blog. We'll focus on emotions with our Q&A series with studio partners and corporate clients where we'll share their stories of courage to start anew, their sense of optimism, confidence, affection and passion for sports.

About Urban Sports Club

Urban Sports Club offers a flexible sports and wellness membership. The aim is to encourage people to lead a healthier and more active lifestyle through the largest and most varied sports offer. 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, Italy, Spain, 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. The offer for private and corporate customers includes training in the studio, outdoors, online courses via livestream and on-demand courses. Urban Sports Club employs over 40 different nationalities in locations across Europe.

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