

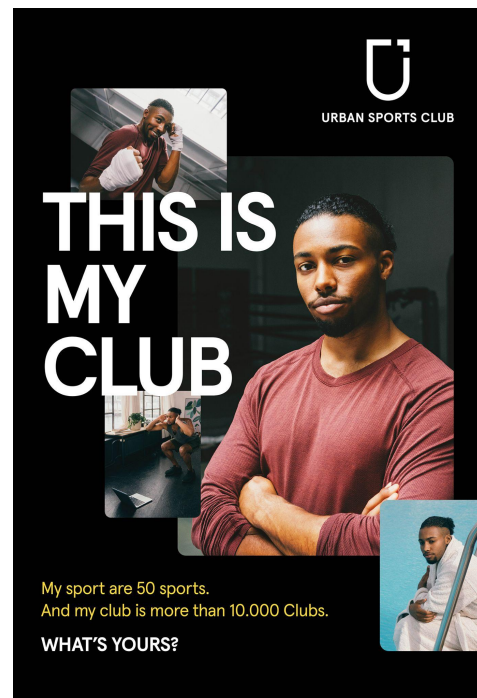
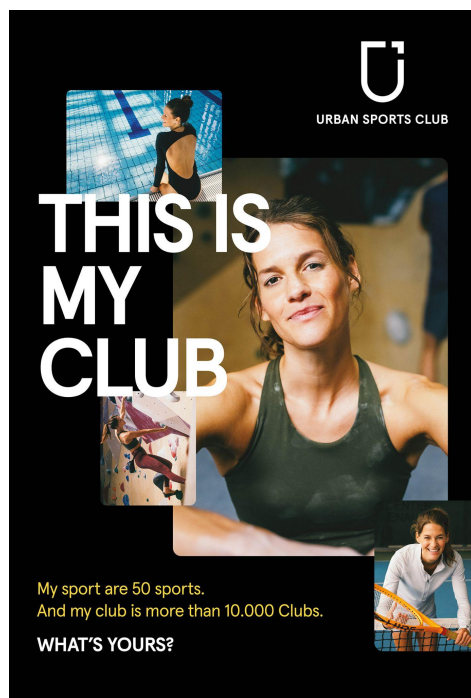


URBAN SPORTS CLUB

Press release

URBAN SPORTS CLUB: New "This is my club" 360-degree campaign with TV advert inspires an active lifestyle

- The campaign will launch in September 2021 across Europe
- The aim of the campaign is to motivate people to exercise and lead a healthy lifestyle
- The TV advert will premiere in Germany on September 18th
- The campaign highlights Urban Sports Club's flexible and hybrid sports offer



campaign visuals

Berlin, 15.09.2021 - This is my club! Urban Sports Club launches its latest 360-degree campaign to highlight its open, diverse and flexible sports offer. The campaign will be displayed across TV, out-of-home and social media as well as on the club's own channels and via influencer activation. The new TV spot reflects the spirit of the sports and wellness provider, showing a motivated and inspiring sports community getting active in a hybrid world. It's a club where everyone is welcome and whose rules are made by members for members. It's a club where each person can be who they want to be. Hence: this is my club!

Franka Schuster
Public Relations Lead
E-Mail: franka.schuster@urbansportsclub.com
Telefon: +49 (0) 171 298 8941

Franziska Müller
PR & Communication Manager
E-Mail: franziska.mueller@urbansportsclub.com
Telefon: + 49 (0) 1719729837



URBAN SPORTS CLUB

Urban Sports Club - What's your club?

Whether it's Pilates at home, a sweaty spinning class in the studio, an intense fitness workout in the park or a relaxing yoga class in a group - there's something for every athlete. Urban Sports Club offers members who like an active and varied sports schedule a hybrid experience. The aim of the new TV commercial is to incentivise members new and old to get active and stay that way.

Your club is location-independent

Urban Sports Club is not a normal sports club but a gateway to fitness and wellness in Germany and throughout Europe. With Urban Sports Club, members experience the joy of varied activities while being part of a community. Moritz Kreppel, co-founder and CEO of Urban Sports Club explains the core message of the TV commercial: "We're creating a hybrid sports offer for a hybrid world. People need flexibility - both professionally and privately - which is why their fitness routine must also be varied and independent of time and place. We want to motivate people to lead active and healthy lives no matter where, when, online or offline. With Urban Sports Club, every member can find their own place and personal passions. This is the messaging behind our new TV commercial."

Urban Sports Club teams up with creative agency Kolle Rebbe

The centerpiece of the campaign is the TV advert, which was produced in various Urban Sports Club partner studios in Berlin. In addition, a separate version is being produced that focuses on the company's sports offering, highlighting its new focus on the B2B sector. Creative direction was handled by Oliver Glutz von Blotzheim (Head of Brand), Javier Mangas (Art Direction) and Tino Scholz (Copy) from Urban Sports Club under the overall responsibility of Torsten Müller (VP Marketing). The film production was handled by 27km, directed by Luca Homolka, who was awarded a Gold Lion at the Cannes Young Directors Awards this year. Urban Sports Club worked with creative agency Kolle Rebbe in Hamburg, who were responsible for the concept and execution of the TV adverts. The agency's team included Christoph Bielefeldt and Marco Obermann (Head of Creative), Marcus Gackstetter, Simon Herret, Rasesh Patkar (Creative), Nina Hartmann and János Dunai (Consulting) and Nina Offermann (FFF).

Christoph Bielefeldt, Creative Unit Director at Kolle Rebbe, is delighted with the collaboration. "It's always particularly fun to create a campaign for a product that you are a personal fan of. Swimming in the morning, going to the Crossfit box at lunchtime, playing a game of tennis in the evening or simply relaxing with a massage - Urban Sports Club's unique offer is a dream for sports enthusiasts in Europe and redefines the term 'club'! In our campaign we invite everyone on a tour to get to know Urban Sports Club."

Franka Schuster
Public Relations Lead
E-Mail: franka.schuster@urbansportsclub.com
Telefon: +49 (0) 171 298 8941

Franziska Müller
PR & Communication Manager
E-Mail: franziska.mueller@urbansportsclub.com
Telefon: + 49 (0) 1719729837



URBAN SPORTS CLUB

The TV spot will be broadcast on ProsiebenSat1 Media SE channels from September 18th 2021 in line with the launch of the out-of-home campaign. Oliver Glutz von Blotzheim, Head of Brand and Design at Urban Sports Club, says: "With our campaign we want to show that every member can individually discover new sports that really suit their personality. In doing so, members are part of a community where everyone is included."

About Urban Sports Club

Urban Sports Club offers a flexible sports and wellness membership. The goal is to encourage people to lead healthier and more active lifestyles through the largest and most diverse offering in Europe. From fitness, yoga, swimming and climbing to team sports and wellness, members can create their own personalized workout plan from over 50 sports and discover activities they are passionate about. At over 10,000 partner locations in six countries in Europe (Germany, France, Italy, Spain, Belgium, Portugal), members can check-in for sports via app. As a group of companies with OneFit, Urban Sports Club's network has more than 12,000 partner locations. The offer for private and corporate customers includes training in the studio, outdoors, online courses via livestream and on-demand courses. In total, employees from over 40 different nations are employed at the European locations.

About Kolle Rebbe

Kolle Rebbe is one of Germany's most creative communications agencies. Established 25 years ago, the agency is located in Hamburg's Speicherstadt and employs 260 people from 20 nations to create brands, invent products and support start-ups. Since 2018, Kolle Rebbe has been part of Accenture Interactive, the largest digital agency in the world.

Franka Schuster
Public Relations Lead
E-Mail: franka.schuster@urbansportsclub.com
Telefon: +49 (0) 171 298 8941

Franziska Müller
PR & Communication Manager
E-Mail: franziska.mueller@urbansportsclub.com
Telefon: + 49 (0) 1719729837