



URBAN SPORTS CLUB

Urban Sports Club acquires myClubs to create unprecedented full-service fitness and wellbeing offering across DACH

Berlin, Germany – August 29th – Urban Sports Club, Europe's leading platform for sports and wellness known for its corporate employee benefit programs and B2C offering, is proud to announce the acquisition of myClubs, the leading player in the Austrian and Swiss markets. This strategic acquisition marks a significant milestone in the European fitness market, as it creates the first full-service fitness offering across the entire DACH region.



Picture: (From left to right: Moritz Kreppel Co-Founder and CEO Urban Sports Club, Benjamin Roth Co-Founder and CEO Urban Sports Club. Credit: Sebastian Krawczyk. Tobias Homberger, Founder and CEO von myClubs. Credit: myClubs)

The integration of myClubs extensive network and expertise with Urban Sports Club's innovative approach and broad reach will provide unparalleled benefits to both corporate clients and individual consumers. This



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acquisition is set to enhance Urban Sports Club's mission of getting people active and improving wellbeing in the workplace, reinforcing its commitment to fostering a healthier, more active society.

Key benefits of the acquisition:

- **Unmatched regional reach:** The combined entity will offer comprehensive wellbeing and fitness services across DACH, a feat no other competitor has achieved.
- **Unlock synergies for corporate client benefit:** The acquisition will merge strengths and capabilities of both businesses, enhancing operational efficiencies and unparalleled value and experiences to our corporate clients.
- **Innovation and growth:** Synergies between Urban Sports Club and myClubs, specifically related to technology, will drive innovation and growth in the European fitness market.

Moritz Kreppel, Co-founder and CEO at Urban Sports Club commented: *“We are thrilled to welcome myClubs into the Urban Sports Club family. This acquisition is a significant milestone for us, enabling us to offer a full spectrum of wellbeing and fitness services across DACH. Our combined strengths will drive our mission forward, making it easier for people to lead active and healthy lives, and improve their wellbeing, both personally and professionally.”*

Benjamin Roth, Co-founder and CEO at Urban Sports Club commented: *“Joining forces is not just about expanding our footprint; it’s about enhancing the value, technology innovation, quality and variety of services we offer to our corporate clients. We are excited about the opportunities this will bring as we continue to set new standards in the corporate wellbeing industry.”*

Tobias Homberger, Founder & CEO of myClubs commented: *“This acquisition underlines the value that the myClubs team creates for our customers and partners through innovation and purpose. We are excited to join forces with Urban Sports Club to create a seamless corporate fitness offer for the entire DACH region and to continue delivering exceptional fitness experiences to our members.”*

myClubs will continue to operate under their own brand in the near term.



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About Urban Sports Club:

Urban Sports Club, Europe's leading platform for sports and wellness, is dedicated to inspiring people to live healthy and active lives through the largest and most diverse offering. From fitness, yoga, swimming and climbing to team sports and wellness offers – members can design a unique training plan from over 50 sports across Europe and check in for sports via smartphone app. Together with its members and partners, Urban Sports Club creates a diverse community that collectively follows a vision: to be active in a world where the joy of sports is at the forefront for everyone – at any time and in any place. Urban Sports Club describes this as a world of inclusive and sustainable sports and wellbeing.

Press material about Urban Sports Club here. www.urbansportsclub.com , Press materials can be downloaded [from here](#).

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About myClubs:

myClubs is the leading sports aggregator in Austria and Switzerland, offering users flexible access to a high quality sports network of over 1,200 boutique studios with more than 10,000 workouts per week. With highly popular B2C memberships and innovative corporate fitness products, myClubs has revolutionized the fitness industry in its geographies. In addition, myClubs has pioneered digital fitness products for health insurances, making fitness more accessible and enjoyable for everyone. myClubs is headquartered in Vienna and Zurich with a team of 40 sports loving employees. More information on www.myclubs.com.

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