



Medicover acquires McFIT Polska and expands its fitness network to over 100 clubs

Warsaw, May 17, 2022. Medicover has finalised an acquisition of 14 state-of-the-art fitness clubs operated in Poland by McFIT, a leading European fitness network owned by RSG Group. Present in 10 major cities, McFIT Polska is part of one of the largest fitness communities in Europe offering unique training experience which draws thousands of gym-goers to its clubs. Following the acquisition, Medicover Sport packages holders will be able to access Polish gyms of McFIT and enjoy their exceptional interior design, leading technological solutions and dedicated personal trainers.

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McFIT Polska is present in Poland's major cities – Warsaw (4 clubs), Wrocław (2 clubs), Poznań, Łódź, Kraków, Katowice, Gdynia, Białystok, Bydgoszcz and Szczecin. Renowned for its uniqueness, McFIT fitness gyms offer one-of-a-kind design, access to modern technological solutions and internationally acclaimed classes and workout programs.

The McFIT fitness chain is owned by RSG Group, the global leader in fitness, serving a total of 6.4 million customers. RSG Group operates in 48 countries with over 1.000 clubs and employs 41 thousand workers. McFIT studios welcome clients in Germany, Spain, Italy, Austria and Poland. In Europe, McFIT is present on the fitness services market with 268 locations.

McFIT opened its first fitness club in Poland in 2014 on the iconic Nowy Świat street in Warsaw. After 8 years of stewardship which elevated McFIT to the most beloved fitness brand among Polish gym-goers, RSG Group hands over the ownership of the Polish branch to Medicover.

“In 2014, we opened our first McFIT studio in Warsaw, marking another important milestone for RSG Group in Europe. With a fantastic team, we have opened 14 locations in Poland and led them to success, something we are very proud of. The acquisition of the Gold's Gym brand has made RSG Group the world's #1 fitness brand in 2020 - however, this has also changed our engagement in other markets with a focus on North America. We are therefore very pleased to have found the ideal business partner for us in Medicover, who understands his trade, comes from the industry, and will continue to run our McFIT studios in Poland professionally and conscientiously – along all





our employees and the management. In addition, McFIT members will be able to continue working out at McFIT also after the change of ownership”, says Vito Scavo, COO, RSG Group GmbH.

Medicover continues its intensive investment in the fitness segment in Poland, bringing the total size of its gyms network to 106. The leading private healthcare operator in the CEE region is looking forward to partnering with the Polish team of McFIT.

“We are proud and delighted that the Polish branch of this exceptional chain has joined Medicover and Medicover Sport family. This is a significant transaction for us, one we have been waiting for, which further drives our dynamic growth in this segment. We have admired this network because it is considered to be one of the best in the world. McFIT clubs, with their community, design and dedicated staff create the future of fitness as the biggest sport in the world. Now our customers have a phenomenal opportunity to benefit from this experience, all within the Medicover Sport package”, comments Artur Białkowski, Managing Director Business Services, Medicover.

Every gym-goer will find something for themselves in McFIT clubs - regardless of whether they are interested in circuit training or functional training, or enjoy group classes.

Artur Białkowski adds: “At present we need more than top-quality training to motivate ourselves to exercise regularly. We need trainers’ attentiveness, their experience with the latest, effective and proven forms of training, and the perfect atmosphere. And all this in an elegant and modernly designed interior. The quality of McFIT can be compared to the global top fitness clubs. I believe our clients will appreciate this latest generation of workouts.”

