



RSG Group Spain acquires Holmes Place Spain

In this course RSG Group Spain takes over five Holmes Place locations in Madrid and Barcelona

Madrid, 13.07.2022. RSG Group Spain, a leading company in the fitness sector and owner of 40 McFIT studios and the brand SERGIO RAMOS by JOHN REED, has acquired Holmes Place Spain, one of the top brands in the premium fitness segment. With this acquisition, the clubs Holmes Place Palacio de Hielo, Holmes Place Monarcarmelo, Holmes Place La Moraleja, Holmes Place Balmes and Holmes Place Urquinaona become part of RSG Group Spain as of July 13, 2022. The five Holmes Place Spain clubs are centrally located in significant areas of Madrid and Barcelona.

This agreement, which has been forged over the last few weeks, comes in the wake of the economic situation generated by the pandemic in the fitness sector in Spain, and with the aim for RSG Group Spain to continue to expand within the high-end segment in which the company has recently begun to operate.

"Holmes Place Spain is a leading company in the premium sector in the fitness industry, and this operation gives us the opportunity to grow rapidly in a segment in which we have been working for years in other countries", said Rafael Lirio, CEO of RSG Group Spain. "This is a significant transaction for us and we are very pleased to work with such a relevant brand under the umbrella of RSG Group Spain".

"We are delighted to join RSG Group Spain to enhance our growth in Spain. We are therefore very pleased to have found the ideal business partner for us, who understands his trade, comes from the industry, and will continue to run our Holmes Place studios in Spain professionally and conscientiously – along all our employees and the management. RSG Group has demonstrated its strength and powerful business vision through the development of other brands, and the acquisition of the Holmes Place Spain business reinforces its commitment to our market segment", said Larissa Araujo, CEO of Holmes Place Spain.

This operation further enhances RSG Group, the global leader in fitness with more than 6.4 million customers in gyms and digital solutions worldwide and a portfolio of 20 brands. It also reaffirms the expansion RSG Group has been working on in Spain for years. So far in 2022, RSG Group Spain has opened a new McFIT in Zaragoza —and another one is planned for September in Santander; it has implemented the JOHN REED brand in Spain with the opening of the SERGIO RAMOS by JOHN REED fitness club in Madrid, and now includes Holmes Place Spain, one of the most important brands in the premium fitness sector in the country, in its family with five strategic locations.

The opening of SERGIO RAMOS by JOHN REED last January (located in Moncloa, Madrid) and now the acquisition of Holmes Place Spain strengthens RSG Group in the premium segment in Spain, a sector in which the group has been working for several years in other countries and whose experience will be transferred to these five centers.

At the operational level, there will be no change in running the business of Holmes Place: the employees, the services, the brand and the conditions of the members of these centers will remain unchanged. With this new step, Holmes Place Spain reinforces its premium positioning and strengthens its brand by becoming part of RSG Group Spain, which, as it has proven during the past years, has a clear path for growth.

The acquisition comprises the following five locations:

- **Holmes Place Palacio de Hielo** (*C. de Silvano, 77, 28043 Madrid*)
With more than 4.000 m², this club is characterized by the fantastic natural light that floods the entire gym. It has large, open-plan areas where users can train with the most cutting-edge equipment on the market, as well as a wide range of services and activities, including an outdoor training area, swimming pool, sauna, Turkish bath, hot tub, terrace, cafeteria and spa with a wide range of treatments, among others. [Here](#) you can find more information about Holmes Place Palacio de Hielo.
- **Holmes Place Montecarmelo** (*C. del Monasterio de Arlanza, 20, 28049 Madrid*)
This gym, located in the north of Madrid and with a surface area of more than 3.500 m², has more than 100 weekly classes, modern equipment and a wide range of services and activities, including a Pilates studio, physiotherapy, swimming pool, sauna, Turkish bath, hot tub, cafeteria and terrace, among others. [Here](#) you can find more information about Holmes Place Montecarmelo.
- **Holmes Place La Moraleja** (*Av. de Bruselas, 21, 28100 Madrid*)
This club of more than 3.000 m² is characterized by its modern equipment. It also offers a wide range of services and activities, including physiotherapy, a swimming pool, sauna, Turkish bath, hot tub and cafe, among others. [Here](#) you can find more information about Holmes Place La Moraleja.
- **Holmes Place Balmes** (*Carrer de Balmes, 44-46, 08007 Barcelona*)
This boutique club located in Barcelona has all kinds of services to take care of the wellbeing of its users. In addition, members can enjoy a wide variety of supervised activities, as well as a swimming pool, sauna and spa, among other services, in more than 3.500 m². [Here](#) you can find more information about Holmes Place Balmes.
- **Holmes Place Urquinaona** (*C/ d'Ausiàs Marc, 9, 11, 08010 Barcelona*)
This club, with a surface area of more than 4.000 m², has modern and fully interactive equipment, physiotherapy, Body Mind studio and a heated pool and spa, among other services. [Here](#) you can find more information about Holmes Place Urquinaona.

About Holmes Place:

Holmes Place was founded in 1980 by Allan Fisher. Today, the brand is present in more than 100 centres in 7 countries and is positioned in the high-end segment.

About RSG Group:

With 6.4 million customers across gyms, sports nutrition, lifestyle brands and digital services, RSG Group is the global leader in fitness. Founded in 1997 by Rainer Schaller and still owner operated, RSG Group has become an internationally operating business with 41,000 employees, including franchisees, at around 1,000 locations in 48 countries. With a renewed emphasis on health and a determined focus on sustainability, RSG Group's extensive and future-oriented portfolio comprises of 21 innovative brands including fitness powerhouses such as Gold's Gym, McFIT and the JOHN REED family of clubs, the world's first concept fitness club HEIMAT as well as creative and lifestyle brands such as PEARL MODEL MANAGEMENT and RON MILLER. Additionally, RSG Group has substantial investments in dynamic partners within the fitness industry and beyond such as gym80, HERO Workout and MARCELL VON BERLIN. RSG Group consistently sets new benchmarks, brings people together and provides forward momentum through continuous evolution within its existing and future businesses.

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