

## **PARAMOUNT+ AND RSG GROUP ANNOUNCE STRATEGIC PARTNERSHIP IN GERMANY AND AUSTRIA**

**Under the Innovative Deal, RSG Group's brands McFIT, JOHN REED, Gold's Gym and High5 Will Offer Paramount+ Subscriptions As Added Value for Their Members**

Berlin, November 20, 2023: Paramount+, the premium streaming service from Paramount, and RSG Group, one of the world's biggest fitness communities with brands including McFIT, Gold's Gym and JOHN REED, today announced an official promotional partnership for Germany and Austria, marking a first of its kind collaboration between the worlds of streaming and fitness.

As part of this partnership, McFIT will offer access to Paramount+'s broad and popular content offering as added value to new annual members for a limited time, starting with an attractive cyber deal. The partners will also collaborate on marketing activities to promote the offer. Customers who sign on for a McFIT membership will receive access to Paramount+ to stream its selection of blockbuster movies, original series and hit reality shows for 12 months – at home, on the go or during their work-out. With hit original series such as ONE TRILLION DOLLARS or TULSA KING with Sylvester Stallone, reality exclusive including GERMANY SHORE and DATING NAKED and action-fueled hit shows like SEAL TEAM and ARCTIC WARRIOR, Paramount+ has something for everyone – no matter if they're a fitness fanatic or working out casually at the end of a long day.

**Sabine Anger, Senior Vice President Streaming, Northern, Central and Eastern Europe at Paramount, commented:**

"Paramount+ continues to seek new, innovative ways to connect with our audience, and with this partnership we really went outside the box to find a perfect fit for our broad, premium entertainment offering. I am confident this partnership with RSG Group and McFIT will help us in continuing to muscle up in Germany and Austria."

**Pierre Geisensetter, Director Brand & Communications McFIT, said:**

"We are very happy and proud about the cooperation with Paramount+. Through this cooperation we not just offer exceptional value for their fitness routine but also for their rest days. We focus on our members having fun while training. By partnering with Paramount+, we now enable them to stream blockbusters, original series and reality shows – during a cardio session in the gym, at home on off days or on the way to the gym."

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### **About Paramount+**

Paramount+ is a global digital subscription video streaming service from Paramount that features a mountain of premium entertainment for audiences of all ages. Internationally, the streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including SHOWTIME®, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures and the Smithsonian Channel™, in addition to a robust offering of premier local content. The service is currently live in the U.S., Canada, the U.K., Australia, Latin America, the Caribbean, Austria, France, Germany, Ireland, Italy, Switzerland and South Korea.

**About RSG Group**

With more than 4.5 million members in its studios, RSG Group is one of the world's leading fitness companies. Founded in 1997 by Rainer Schaller – and still family-owned – RSG Group has developed into an internationally operating business. Including its franchisees, it employs 10,000 people at over 900 locations and is represented in more than 30 countries. Its extensive and forward-looking portfolio comprises 15 innovative brands, including Gold's Gym, McFIT and the JOHN REED Family. RSG Group is constantly setting new standards and ensuring that it is an essential part of its customers' active everyday lives.