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## RSG Group and Gympass forge exclusive partnership to strengthen corporate wellbeing in Europe

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Berlin, February 14, 2024 – RSG Group, the powerhouse behind the iconic fitness brands including Gold's Gym, McFit, and John Reed, has today unveiled an exclusive partnership with Gympass, the world's leading platform for corporate well-being, that will take health management in European companies to a new level. This strategic partnership will enable Gympass members unparalleled access to over 250 RSG Group fitness centers through the convenience of the Gympass app.

This alliance not only broadens the horizons for RSG Group's corporate client base but also propels Gympass's mission to democratize wellness by introducing new demographics to a healthier lifestyle via cutting-edge technology. Two independent incremental studies have proven that more than 95% of Gympass users at RSG Group Studios are brand new members. New business is one of the key features of Gympass for fitness chains.

Hagen Wingertzahn, Co-CEO of the RSG Group, expressed his enthusiasm: "The Gympass team is very professional and trusting cooperation with Gympass has already proven itself in the previous





pilot project. We are convinced that with Gympass we will inspire even more companies to have a healthy workforce."

The RSG Group has a seamless and scalable integration of all of its studios into the Gympass network using the club management software. The common goal is to activate inactive professionals who have previously done little or no exercise. Artificial intelligence should help achieve this goal. "With Gympass we have a very innovative partner at our side. Using technology to get people excited for a healthy lifestyle and exercise is a path that will certainly further expand our market." said Co-CEO Dr. Jobst Müller-Trimbusch.

Samuel Turnwald, Head of Partnerships Germany at Gympass, commented on the synergy: "Our initiatives are enlarging the total addressable market for RSG Group, whose brands are synonymous with fitness excellence. RSG, our members will get access to some of the most loved gyms across Europe. Facilities such as the iconic Gold's Gym, patronized by legends like Arnold Schwarzenegger, will now be accessible to our members, enriching their wellbeing journey."

Eamon Lloyd, Head of Partnerships Europe at Gympass, highlighted the promising future: "A two-year pilot in Europe yielded extraordinary outcomes, converting thousands from inactive to active lifestyles. We are thrilled to scale this success with RSG Group not only in Europe but plan to expand our partnership into the USA and other regions in the future. With the corporate wellness market thriving, we are perfectly positioned for expansive growth." Gympass alone has grown from 250 million to over 400 million check-ins in the last 12 months.

The American College of Sports Medicine has listed corporate health as one of the top fitness trends of 2024. Against this backdrop, this partnership marks a crucial step in promoting healthy lifestyles among working professionals and sets a new standard in corporate wellbeing.

#### About RSG Group:

With more than 4.5 million members in its studios, the RSG Group is one of the world's leading companies in the fitness sector. Founded in 1997 by Rainer Schaller and still family-owned, the RSG Group has developed into an internationally active company. Including its franchisees, it employs 10,000 people at over 900 locations and is represented in more than 30 countries.

#### About Gympass:

Gympass is the leader in corporate wellness, offering the best network of gyms, studios, classes, personal trainers, and wellness apps - all in one employee benefit. More than 15,000 companies use Gympass to help their employees move, eat, sleep, and feel better with access to fitness and wellness partners in subscriptions that cost up to 50% less than traditional memberships. Gympass more than doubles the number of employees engaged with wellness. This widespread participation results in workforces that are 40% less likely to turnover and save their companies up to 35% on healthcare costs.

Investing in employee wellbeing is investing in company performance. Get started at [gympass.com](https://gympass.com).

