



Press Release

For maximum performance in the gym: RSG Group and ESN announce exclusive partnership

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Elmshorn / Berlin, April 14, 2025 – The Quality Group, known for its brands ESN (Elite Sports Nutrition) and More Nutrition, and the RSG Group, operator of the McFIT, JOHN REED and Gold's Gym gym chains, announce an exclusive partnership. Since January 1, 2025, ESN has been a provider of protein products, nutritional supplements and beverages in the RSG Group studios. The collaboration starts in Germany.

Strong cooperation with German market leader

ESN products will initially be available in a total of 212 studios in Germany. Austria and Italy will follow.

"With this strategic partnership, we are sending a clear signal for quality in the functional food sector. The collaboration is a perfect fit, as both ESN and the RSG Group stand for





passion and innovation in the fitness industry. Our members benefit from high-quality products that help them achieve their goals," says Hagen Wingertszahn, Co-CEO of the RSG Group. "Our studios stand for a holistic fitness experience. With ESN as our exclusive partner, we can offer our members not only first-class training conditions, but also targeted sports nutrition directly on site," adds Sascha Linz, VP Sports & Fitness at RSG Group.

The cooperation is accompanied by a targeted marketing strategy. In addition to social media campaigns and advertising in the studios, three major events are planned in RSG Group studios. Influencer campaigns and employee training sessions will also support the partnership.

"Our heart beats for sport - that's why we develop our products together with world-class athletes and their coaches to take performance to the next level. With the RSG Group, we are bringing this expertise directly to the community and creating a space in which the ESN spirit can be experienced. Here, members not only surpass themselves, but also work together to achieve their goals," says Philipp Markmann, General Manager ESN.

New target groups, new inspiration for the industry

The partnership provides new impetus for the sports nutrition category: "With this cooperation, we are making functional nutrition accessible to even more people - right where they train and work on their goals. This makes sports nutrition more suitable for everyday use and reaches people who want to eat consciously and improve their performance - regardless of their fitness level," explains Mary-Jo Slipek, CCO of The Quality Group.

The exclusive collaboration between ESN and the RSG Group marks a significant step for both companies and the industry as a whole - and promises sustainable further development of the range of products on offer in the studios.

**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. The extensive and future-oriented portfolio comprises 10 innovative brands, including Gold's Gym, McFIT and the JOHN REED Family. The RSG Group is constantly setting new standards, ensuring that it is an integral part of its customers' active everyday lives.

About ESN

As the German market leader for sports nutrition, ESN has been the brand for high-performance sport since it was founded in 2007. ESN offers a wide range of products for athletically active people such as protein powder, protein bars and supplements to support ambitious training goals and increase individual athletic performance. As an established brand with its own production facilities in Germany, ESN offers only the highest quality foods and supplements, Made for Athletes.