

PRESS RELEASE

A nutritionist in your pocket: Digital fitness pioneer Freeletics launches cutting-edge nutrition app

With a best-in-class app for bodyweight training, a revolutionary interval Coach for highly effective running sessions and a full-body barbell workout system for gym goers, Freeletics is a 21st century fitness pioneer. The singular goal of the rapidly growing company: to help you become the greatest version of yourself. This goal is now augmented by a 100% user-tailored clean eating app which marks the beginning of the complete Freeletics lifestyle, from movement to nutrition.

Munich, May 30, 2016 – Alongside regular exercise, nutrition plays a particularly important role in leading a healthy, fit and fulfilled life. For this reason Freeletics is now adding the key element of nutrition to its product portfolio with *Freeletics Nutrition* – a personal nutrition coach packaged in a beautifully designed smartphone app, providing users with tailored meal plans and easy to prepare recipes.

PERSONALISATION IS THE KEY TO SUCCESS

Freeletics Nutrition was developed by top nutritionists based on clean eating principles. It's design avoids the pitfalls of classical diets by offering flexibility and catering to nearly all dietary preferences. But its greatest asset is a state-of-the-art algorithm that takes into account unique user parameters, from physique, behaviour, eating habits and even training routines. Whether weight loss, muscle gain or overall health improvement, this deep personalisation allows users to reach their goals in the most effective and sustainable way.

The Coach generates 100% tailored meal plans and nutritional advice each week. These meal plans contain recipes with optimal calorie quantities, macro-nutrient ratios and portion sizes which eliminates the need for laborious calorie counting or recipe hunting. The nutritional advice and motivational messages help users to adopt a clean eating lifestyle for the long-term and avoid the yo-yo effect of dieting.

A NUTRITIONIST IN YOUR POCKET

The Freeletics Nutrition app is just like having a nutritionist in your pocket, always ready to give you personalised support to help you eat clean and reach your goals. Like a real, live human being, the Freeletics Nutrition Coach listens and adapts to feedback. From suggestions to eat on the go or at the restaurant to dynamic meal plan adjustments when indicating a training session, the Freeletics Nutrition Coach offers the flexibility no diet ever could.

A LIFESTYLE, NOT A DIET

Freeletics Nutrition is an integrated lifestyle, not a diet. This lifestyle is inclusive and adapted to vegetarians, pescatarians and a large number of food intolerances. Calories count but people shouldn't be counting calories. Freeletics Nutrition takes care of the guesswork and lets people enjoy high quality, natural and unprocessed foods. Freeletics Nutrition recipes are

not only tailored to user preferences but easy to prepare. Ingredients are familiar, affordable and fit perfectly into the daily routine of even the busiest individuals.

Freeletics Nutrition is now available worldwide. Find it in the Apple AppStore and Google Play Store, in both German and English:

iOS:

- 3 months: €34.99
- 12 months: €79.99

Android:

- 1 month: €12.99
- 3 months: €34.99
- 12 months: €79.99

Freeletics Nutrition Social Media Channels:

- Instagram: https://www.instagram.com/freeletics_nutrition/
- Facebook: <https://www.facebook.com/FreeleticsNutrition/>
- Pinterest: <https://de.pinterest.com/frltcsnutrition/>
- Website: <https://www.freeletics.com/de/nutrition>

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FREELETICS: THE COMPANY

The vision of Freeletics is to assist everyone around the world in unleashing their full physical and mental potential and become the strongest they can possibly be. The products and services from Freeletics offer the most important elements for individuals to reach their full potential: Freeletics promotes and increases physical fitness and improves mental strength, willpower and self-confidence which are vital for actively shaping lifestyles in accordance with an individual's desires and goals.

Founded in June 2013, the company is now represented in over 160 countries, has more than ten million members and is one of the most successful fitness movements in the world. Freeletics also sets team standards: Teamwork, achievement and performance are important values within the company and are what motivate the team of more than 140 employees in Munich and Berlin to develop Freeletics into an internationally growing sports and lifestyle brand and constantly optimize and expand the product portfolio.

Year founded:	June 2013
Founders:	Andrej Matijczak, Joshua Cornelius, Mehmet Yilmaz
CEO:	Daniel Sobhani
Company headquarters:	Munich, Germany
Number of employees:	140+
Number of users:	Over 10 million registered users (Free Athletes) worldwide
Availability:	In over 160 countries (6 languages)

FREELETICS: THE TRAINING

Freeletics is primarily characterized by its strong community: More than ten million users compare their personal achievements with those of friends and athletes around the world. Every day the so-called Free Athletes meet up in cities around the world to work together to achieve their objectives. Freeletics connects people, shows them ways of achieving their goals and motivates them to push themselves that little bit further to become the best they can be. This concept is unique worldwide and around 12,000 new people sign up to Freeletics every day.