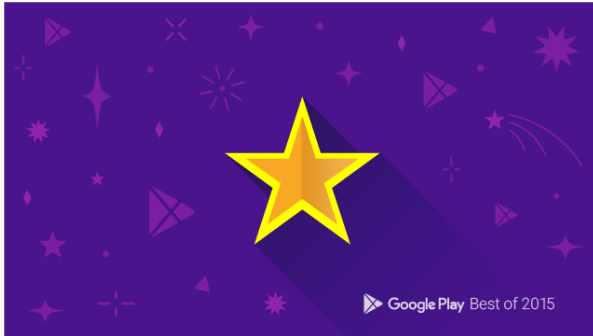


FREELETICS NEWS

Freeletics is App of the Year 2015



- **Google Play chooses Freeletics as App of the Year 2015**
- **Freeletics records over 300 percent user growth**
- **Significant new developments in 2016**

9th December 2015 - [Freeletics](#) is among the best Android apps worldwide of 2015. [Google Play](#) has awarded Freeletics the prize primarily for its outstanding positive reviews (4.4 of 5 stars) and because the mobile app has seen the strongest sales growth this year in the Health & Fitness category.

From a rapidly growing fitness trend to one of the strongest digital sports brands in the world: the fact that Freeletics is one of the best apps in the Google Play Store reflects the most successful year the young company has had since its establishment in June 2013. Since January 2015 alone, the number of Freeletics users has more than tripled; in the meantime, more than seven million Free Athletes in over 160 countries meet for joint workouts - and every day there are over 12,000 new users.

Whether it's workouts designed for beginners and women, new features such as "2x2", which you can use to train even in the smallest of spaces, or the launch of the world's first *Freeletics Wear* collection, the extended user experience is the main reason for Freeletic's positive development in 2015, as are improvements in the training algorithm, the onboarding process and the user feedback function.

Freeletics is taking steps towards growth in 2016 as well: "Within two years, we have successfully defined a completely new fitness category with Freeletics and have set this up on one of the most successful segments in the market" says Daniel Sobhani, CEO of Freeletics. "What we have achieved up to now is, for us, only the first step towards our vision: we want to help everyone in the world become the best they can possibly be. That's why we are continuing to develop our products every day and will soon take the next significant steps".

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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, improves mental strength, willpower and self-confidence which are vital for actively shaping lifestyles in accordance with an individual's desires and goals.

The company, founded in June 2013, is today active in more than 160 countries and has over 7 million members. Freeletics is the fastest growing Sport and Lifestyle company 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 100 employees every day to develop Freeletics into the most definitive global digital sports and lifestyle brand and constantly optimise and expand the product portfolio.

FREELETICS: THE TRAINING

Thanks to the highly efficient and motivational physical and mental training system with over 1000 training combinations in the mobile and Web app, people of every age and fitness level can train to achieve their own personalised training goals no matter where or when. The community is at the heart of Freeletics: Whether in the park, outdoor fitness course or on the playground - groups of people around the world meet up to train together. It is not only sport though that brings people together: So-called free athletes can share their personal bests, get together every day online and offline, share tips and advice with new users and make friends. 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 users sign up to Freeletics every day.