

PRESS RELEASE

Freeletics Bodyweight, One of the World's most Popular Mobile Fitness Apps, now Available in Japanese

Munich, November 4th, 2016 – Based in Germany, Freeletics is the creator of some of the world's most popular fitness apps – highly personalized, effective and motivational training systems directly on your smartphone. The Freeletics apps allow people of every age and fitness level to achieve their training goals anytime, anywhere. Building on its overall goal of helping every single person to unleash their physical and mental potential, Freeletics is now making its flagship Bodyweight app more accessible to more people than ever and, shortly after the release of the Turkish app, is pleased to now also announce a brand new version of the app in Japanese. This is the eight language the app has been released in (following English, German, French, Spanish, Portuguese, Italian and Turkish), with the launch coming just days after the company reached 12 million registered users worldwide. More users than the entire populations of Denmark and Singapore combined.

“Japan is a very exciting market with a lot of potential. For example, more and more people have been signing up to gyms and buying fitness wearables over the last years in Japan, showing that their interest in fitness is growing,” explains Freeletics CEO Daniel Sobhani. “And we are very happy to now help more people in Japan shape their lives according to their own personal goals, building their fitness, willpower and confidence along the way.” The Freeletics Bodyweight app is based on short and effective high intensity interval workouts which simply require your own bodyweight, nothing more. Just four square meters of space are all it takes to get real results with over 1,000 training variations directly on your smartphone. No equipment, no hours spent at the gym, just a way to train wherever and whenever you want, no matter your experience.

Free Athletes can further personalize their workouts with the Freeletics “Coach” subscription. Coach users receive weekly workout plans customized exactly to their goals, needs and experience. The Coach caters to everyone's needs and is ideal for both beginners and pros. A personal fitness test allows the Coach to tailor workouts to every user's current fitness level and goals. Video tutorials and training instructions demonstrate the various techniques to ensure precise execution. With each new week, users give the Coach valuable feedback, so workouts can be personalized even further to suit each Athlete's progress. And now this personal trainer for your pocket, along with all other features, are also available in Japanese.

“Everyone can take control of their own health and fight to achieve their goals”, adds Sobhani. “This is what Freeletics stands for and we are passionate about helping people all over the world become the best version of themselves. Adding Japanese to our portfolio of languages is another important step along the journey.”

Freeletics Bodyweight is more than just a training program. At the heart of Freeletics is the community of over 12 million Free Athletes spread all over the globe. The app provides users with a unique social platform that allows Athletes to connect, motivate and inspire one another

and achieve and share their progress and fitness goals. With over 12,000 new Free Athletes signing up daily, the community continues to grow and inspire others to become fitter, stronger and lead healthier lifestyles.

To offer more ways for people to become the greatest version of themselves, Freeletics launched three completely new training apps this year. All developed by sports scientists and athletes, they achieve fast, visible and long-lasting results through different training systems, all of which can be accessed with the Training Coach:

- [Freeletics Gym](#) guides users through effective barbell training in the gym, putting an end to hours spent on machines without results.
- [Freeletics Running](#) is based on incredibly effective interval-running, giving users a completely new and motivating running experience.
- [Freeletics Nutrition](#), the newest Freeletics app, forms another vital pillar for a healthier and happier life. As a lifestyle and not a diet, the app helps people to eat healthily and to sustainably achieve their desired goals without counting calories and without the yo-yo effect of dieting.

For more information about Freeletics, visit www.Freeletics.jp. The Freeletics Bodyweight app can now be downloaded for free in Japanese. It can be found in the [App Store](#) and [Google Play Store](#).

Freeletics Media Channels:

- Instagram: <https://www.instagram.com/freeletics>
- Facebook: <https://www.facebook.com/freeletics>
- Website: <https://www.freeletics.com/jp>

Contact

Ellie Hughes
Public Relations Manager
Email: press@freeletics.com
Lothstraße 5
80335 Munich
Germany

About Freeletics

Freeletics has been built around a single vision since day one: to help everyone in the world unleash their full physical and mental potential and become the greatest version of themselves. Freeletics promotes and increases physical fitness as well as mental strength, willpower and self-confidence – all of which are vital tools for shaping a life in accordance with one's desires and goals.

Founded in June 2013, the company has already created one of the most successful fitness movements in the world, with more than 12 million users in over 160 countries. Freeletics also sets new standards as an employer: teamwork, passion and performance are all central values within the company – values that continue to motivate the team of more than 140 employees on a daily basis to continuously develop Freeletics as an international sports and lifestyle brand and constantly optimize and expand the company's product portfolio.

