

FREELETICS NEWS

Freeletics revolutionizes training at the gym:

***Freeletics Gym* further enables athletes to become the best they can be**

- Freeletics introduces a brand new workout program to the market, designed for training at the gym, bringing the Freeletics spirit into the gym itself
- *Freeletics Gym* complements the existing *Freeletics Bodyweight* and *Freeletics Running* products by adding another digital training system for all fitness levels, transforming gym training into a completely new experience
- All athletes require for their fully individualized training is a barbell and some additional weights
- Clear, step-by step instructions and features gradually introduce athletes to more complex movements and promote safe and sustainable training

Munich, 30 March 2016 – With *Freeletics Gym*, the globally successful sports brand launches the world's very first digital and fully customized workout programme for barbell training in the gym. In doing so the young company is not only revolutionizing the entire gym market, but also taking a further major step towards fulfilling its vision: Freeletics aims to help everyone around the world to unleash their full physical and mental potential and become the strongest version of themselves.

Freeletics Gym lays the best foundations for doing just that: The training system, developed by professional athletes and sports scientists, embedded in an innovative, outstandingly designed app, suits all fitness levels. And on top of that, with *Freeletics Gym* athletes can enjoy comprehensive, highly effective workouts in the most simply-equipped gym using only a barbell with some additional weights.

TIME-EFFICIENT AND HIGHLY CUSTOMIZED IN TYPICAL FREELETICS STYLE

Adapted to their personal goals, the so-called Free Athletes (Freeletics users) can put together any individual training programme based on their goal, be it building muscle strength and size, losing fat and increasing muscular endurance, or both. All training sessions target a variety of muscles, allowing maximum training progress. So they specifically combine classic functional strength training exercises with high-intensity interval training using barbells or rowing machines. Overall, 37 different workouts push users to their limits each week and are - in true Freeletics style - named after Nordic gods. This makes *Freeletics Gym* not only unique and highly effective – it makes training at the gym a totally new experience.

GYM TRAINING REDEFINED

In the long run, properly executed training not only enables you to progress faster in weights, but it is essential for athletes' physical health. Freeletics is aware of this challenge and sees properly structured training as a core value for any Free Athlete. To support athletes in this respect, the digital Training Coach uses a detailed movement teaching system, as well as over 20 'how-to' videos, to slowly introduce athletes to the movements step by step. The more complex movements can also only be accessed by athletes with higher experience levels.

MORE THAN JUST AN APP WITH STRENGTH EXERCISES

The special warm-up system is designed to prepare the athlete's body for the challenges ahead. A built-in cool-down feature is used not only for relaxation and initiating the regeneration phase, but also specifically promotes the mobility required for *Freeletics Gym* exercises.

More details at a glance

Key features of the Freeletics Gym Coach

- Consists of four training methods: Strength Couplets, Workouts, Challenges and Rowing
- Personal weekly training plans tailored to the user's fitness level
- Regular feedback and fitness tests optimally adapted to user's fitness level by the Coach.

Costs

- Free to use are 4 of the 7 Strength Couplets, 7 of the 21 Conditioning Workouts, as well as 3 out of the 9 Rowing Workouts
- Digital Gym Coach can be purchased at additional cost:
 - iOS
 - 3 months: €34.99
 - 6 months: €59.99
 - 12 months: €79.99
 - Android:
 - 1 month: €12.99
 - 3 months: €34.99
 - 12 months: €79.99

Languages

- German
- English
- French

- Italian
- Spanish
- Portuguese

Social Media

- Instagram: <https://www.instagram.com/freeleticsgym>
- Facebook: <https://www.facebook.com/Freeletics-Gym>
- Twitter: <https://twitter.com/FreeleticsGym>
- Website: <https://www.freeletics.com/gym>

CONTACT

Sarah Braun
Public Relations Manager
Email: sarah.braun@freeletics.com
Tel.: +49 (0) 176 60962361
Lothstraße 5, 80335 Munich, Germany

FREELETICS: THE COMPANY

The vision of Freeletics is to assist everyone around the world in unleashing their full physical and mental potential to become the strongest version of themselves. 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 8 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.

Founded in: June 2013
Founder: Andrej Matijczak, Joshua Cornelius, Mehmet Yilmaz
CEO: Daniel Sobhani
Company headquarters: Munich, Germany
Number of employees: 140+
Number of users: Over 8 million registered users worldwide
Availability: In over 160 countries (6 languages)

FREELETICS: THE TRAINING

Freeletics is primarily characterized by its strong community: More than 8 million users compare their personal achievements with those of friends and athletes around the world. And every day the so-called Free Athletes meet up in cities around the world to work together and achieve their goals. Freeletics connects people, shows them how to achieve their goals and motivates them to push themselves that little bit further to become the best they can be. This concept is unique and around 12,000 new athletes sign up to Freeletics every day.