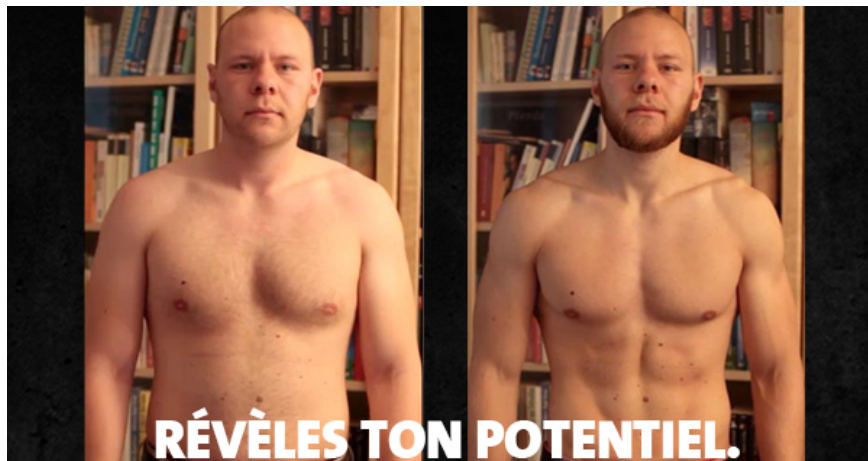


## PRESS RELEASE

### Freeletics launches TV ad in France

**18<sup>th</sup> of March 2015.** A new TV advert by the international sports and lifestyle company, Freeletics, will be featured on French television from 18th March 2015 on the TV station RMC Découvert. Up until now the company has mainly engaged in online and word of mouth marketing. But this will now be complemented by a TV advert that has already proven a success in Germany. The TV campaign is aimed at a wide audience given that Freeletics is suitable for all ages and fitness levels, not just trained athletes, and that it can empower and sustainably support people on their way to a healthy and happy life.

Daniel Sobhani, CEO of Freeletics: "We're pretty comfortable in the digital arena, but now we want to leverage classic advertising platforms, such as TV on an international scale in order to reach the mainstream as well as early adopters. This is because we are convinced that Freeletics is really the most effective way to a fit and healthy lifestyle that everyone can enjoy."



The advert depicts the successful transformation of Levent, whose face will be familiar to fans of Freeletics. The true story of Levent has inspired thousands of people and makes it clear in an authentic way how Freeletics can help people achieve a healthy lifestyle.

A detailed video of Levent's Freeletics story can be viewed at the following link:

<https://www.youtube.com/watch?v=vGnAQqlrKoE>

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