

FREELETICS NEWS

Freeletics, One of The World's Most Popular Mobile Fitness Apps, Now Available in Italy

Freeletics Offers Thousands Of High Intensity Workouts That Can Be Done Anytime, Anywhere

December, 10th 2015, Munich – [Freeletics](#), one of the world's fastest growing fitness and lifestyle companies, is now available in Italy. Based in Germany, Freeletics is a highly efficient and motivational physical and mental training system with over 1,000 training variations on the mobile and web app utilizing one's own bodyweight which allows people of every age and fitness level to achieve their training goals anytime, anywhere.

The short and effective high intensity interval workouts are designed by scientists and athletes to achieve fast, visible and longterm results. Freeletics focuses on the most important elements of physical fitness: strength and endurance, while also providing nutritional coaching.

"Each individual has what it takes to actively shape their life according to their personal goals," said Daniel Sobhani, CEO of Freeletics. "We offer a training system that not only fits the free lifestyle of this generation, but also fosters self-confidence, physical fitness and willpower."

Free Athletes can further personalize their workouts with Freeletics' "Coach" subscription. Subscribers receive weekly workout plans customized to one's goals, needs and fitness levels. The Coach caters to everyone- beginners and pros alike. A personal fitness test gauges the individual performance level of every new Freeletics user, allowing the Coach to tailor the workouts of every new user. Video tutorials and training instructions demonstrate the various techniques to ensure precise execution. With each new week, the Training Coach is sent feedback, and workouts are further personalized to suit each athlete's progress.

"It's never too late to start," said "Sobhani. "Everyone can take control of their own health and fight to achieve their goals. This is what Freeletics stands for, and we are passionate about helping people all over the world become the best version of themselves."

At the heart of Freeletics is the social network of over 7,000,000 Free Athletes. The mobile app provides users with a unique social media platform that allows Free Athletes to connect, motivate and inspire one another online to achieve and document their individual fitness goals.

With over 12,000 Free Athletes signing up for the program everyday, the community continues to grow and inspire one another to become fitter, stronger, and to lead healthier lifestyles. For more information on the Freeletics Program, visit www.Freeletics.it. To download the Freeletics Mobile App, visit the App Store or Google Play.

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FREELETICS: THE COMPANY

The vision of Freeletics is to empower everyone around the world to unleash 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, improves mental strength, willpower and self-confidence which are vital for actively shaping lifestyles in accordance with one's desires and goals.

Founded in June 2013, the company is now represented in over 160 countries, has more than seven million members and is the fastest growing fitness 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 over 100 highly professional employees every day to develop Freeletics into the most definitive global digital sports and lifestyle brand and constantly optimize and expand the product portfolio.

FREELETICS: THE TRAINING

Thanks to the highly efficient and motivational physical and mental training system with over 1,000 training variations in the mobile and Web app, people of every age and fitness level can train to achieve their own personalized 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. However, it is not only sport 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 12,000 new users sign up to Freeletics every day.